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- : DAHLIAS :

THE MONARCH OF THE FLOWER WORLD

1940



SCARLET ANNE

This dahlia was selected by Miss Theda Kenyon, the authoress of the historic poem, "Scarlet Anne."

Description on Page 5

ALBERT PARRELLA
DAHLIA GARDENS

3380 ELY AVENUE, Cor. 222nd St. BRONX, N. Y.

Phone: OLinville 5-8384

SUPER DAHLIAS MARCH ON

THE HIGHEST AWARD RECEIVED AT GARDENS ON PARADE,
NEW YORK WORLD'S FAIR: "A GOLD MEDAL AND CERTIFICATE"



JUST TWO DAYS MAKE A GREAT DIFFERENCE!

At the A. D. S. Show, September 26th and 27th, 1939, we took FIVE FIRSTS and SEVERAL SECONDS. On September 29th, just two days later, our dahlias were at their best. The result was we took the most prizes at the "Garden on Parade" Show, New York World's Fair. In checking up on our entries, we were very pleased to find that we had secured TEN FIRSTS, SEVEN SECONDS, A GOLD MEDAL, and TWO BRONZE MEDAL CERTIFICATES.

In fact, the PARRELLA DAHLIA GARDENS captured more prizes than any other dahlia garden or individual. Our dahlias made such a fine impression at the Fair that the "Garden on Parade" authorities granted us permission to continue with our beautiful display. In other words, our display was kept in first class condition, from September 29th until October 31st, closing of the World's Fair.

Needless to say our beautiful dahlias were admired by the millions of visitors. Perhaps you may have been one of the admirers. In closing, I am taking this opportunity to extend my sincere thanks to the "Garden on Parade" Authorities for their courteous treatment, also our thanks is extended to the millions of visitors for their fine comment on our dahlias.

ALBERT PARRELLA.

I Grow the Best — Discard the Rest

To My Friends . . . Greetings:

It is with pleasure that I present you with this, my Dahlia Catalog for 1940. Your generous and kind support is thoroughly appreciated and inspires me to continued effort to make available to you only the best.

This catalog would not be complete if I were not to take advantage of the opportunity to thank you for your many letters telling of various successes obtained from stock purchased from me. I am grateful to those who have been able to visit my gardens as well as those who have inspected my exhibits at the American Dahlia Society Shows, and many other shows we attend, because I feel my dahlias speak best for themselves.

To those who are familiar with my stock, no introduction is necessary and you have my pledge that the same quality will not only continue but improve if such is possible. To those who have not tried my service this is an invitation, an invitation that may prove a real opportunity for you to realize something you may not have been able to obtain elsewhere and no order is too small nor is any contract too large, I am pleased to serve you.

ALBERT PARRELLA.

IMPORTANT NOTICE — DO NOT OVERLOOK

Due to the limited space we are compelled to be brief with our descriptions. However, we want our patrons to know that the varieties listed in this Catalog are either Honor Roll, Certificate Winners, or has proven with us to be truly outstanding. Not only that, but the varieties offered are reliable in every respect, good growers, fine producers, insect resisting foliage and most of them are of large size blooms, and true prize winners. If you are interested in large size dahlias, you surely are not going wrong by ordering from us. This may be of interest to you to know that we do not force our dahlias for size, but we are gratified to know that our customers secure the lion's share of prizes at the Show.

VISITORS ARE WELCOME

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many novelties.

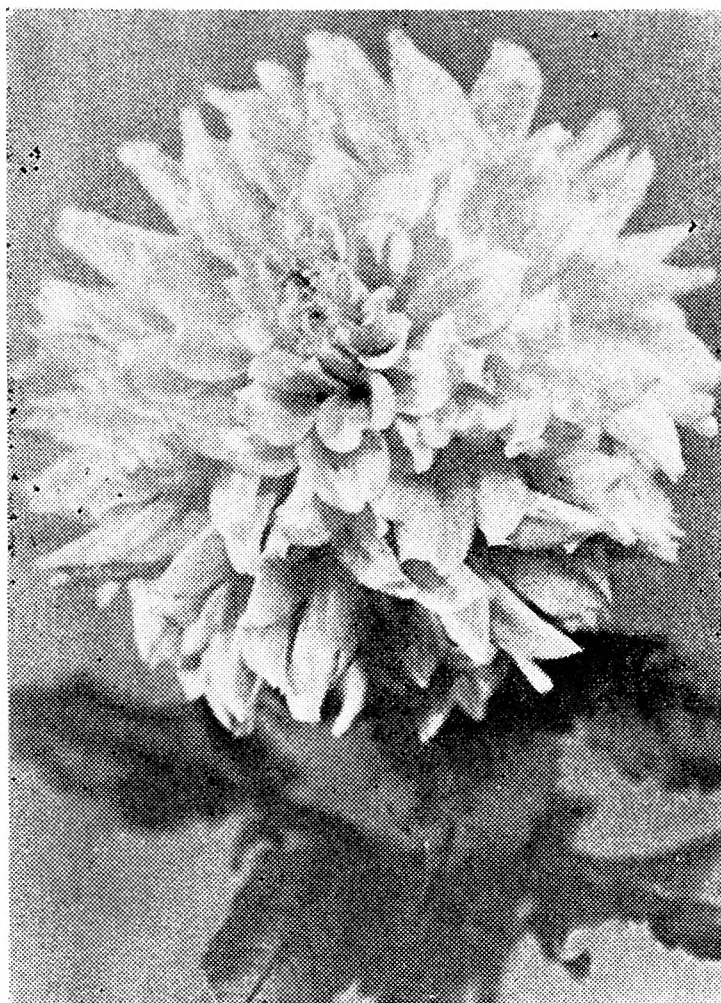
We want to thank those who have sent to us Seedlings for trial this past season. Assure you we have given them the best of attention. We would appreciate receiving more of them for the coming season providing they are good. We will do all we can to put them over.

If there is any variety that you're interested in and don't find listed, write to us, we may be able to accommodate you, as we have many more varieties but only in small quantities, and that is why we have not listed them.

SENSATIONAL NEW DAHLIAS FOR THE SEASON OF 1940

BILL ARBURY, S. C. (FitzGerald-Parrella)—A lovely clear white with cream shading at the base of the petals. This variety has a leaning in some blooms to informal decorative such as we find in Frau O'Bracht, blooms average 10 inches or better with great depth, without forcing and minimum disbudding. Petals curl half their length as flower matures. To add to its beauty, Bill Arbury has a high as well as a tight center until the end of the season. An excellent plant with fine foliage, exceptionally good long stem, holding the majority of the flowers facing, occasionally some blooms are on top. Height of plant about 5 ft. Note: BILL ARBURY was immensely admired at the New York Botanical Gardens, Dahlia Border. On Mr. Dudley's Honor Roll in "THE FLOWER GROWER" Magazine.

Root \$10.00 Plant \$3.50



RETA BALLIN, I. D. (Foreign-Parrella)—An exceptionally fine dahlia of good size and depth. Blooms average 10 inches in diameter, and 7 inches in depth without forcing. Color, lemon yellow almost an empire - yellow. (Ridgeway) Petals slightly curled at the tips. A fine exhibition bloom with a closed tight center until the end of the season. A good plant with insect resistant foliage with cane like stem. A fine addition to any garden. On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Height of plant 4½ ft.

Root \$5.00 Plant \$2.00

JEFFERSONIAN, F. D. (Retzer)—An immense bloom of mauve pink. A sport of Sultana of Hillcrest. Has been grown for four years in succession and stands true to color. Winner of an Achievement Medal at Nellsville, Ohio Show. Grown and highly recommended by the well known Mr. A. Swoboda, of Ridgfield Park, New Jersey. A fine plant and free bloomer. This variety has all the good qualities of its original parent.

Root \$7.50 Plant \$2.50

SPECIAL NOTICE

1. NOTHING but tried and selected tubers is sent out.
2. I PRACTICE treating my customers as I would want others to treat me.
3. I SELL my stock at prices that are within reason.
4. I AM NOT trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

OUR GUARANTEE

Finally, I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory stock if we are notified.

SHIPPING: We ship our dahlia roots from April 20th on. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express with the exception of any order amounting to less than one dollar (\$1.00). Kindly add ten cents for postage.

SCARLET ANNE, I. D. (Stock-Parrella-Hulin)—An unusually bright scarlet red with bronzy sheen of medium size. A free and constant bloomer. A fine commercial type and excellent for basket work. Florists will like it. An exceptionally good plant with good branching habits, dark green foliage — insect resisting. Blooms average 6 to 7 inches, with very good depth. Good formation, closed center until the end of the season, and petals with fine substance. Blooms keep well on bush as well as when cut. Height of plant 4 ft. (Note) **SCARLET ANNE** received a Blue Ribbon in the Commercial Class at the New York Show, September 26th, 1939. Also a Bronze Medal at the Camden Dahlia Show on Mr. Dudley's Honor Roll in **THE FLOWER GROWER**. Root \$5.00 Plant \$2.00

**THE SCARLET ANNE DAHLIA IS NAMED IN HONOR OF THE BOOK
"SCARLET ANNE"**

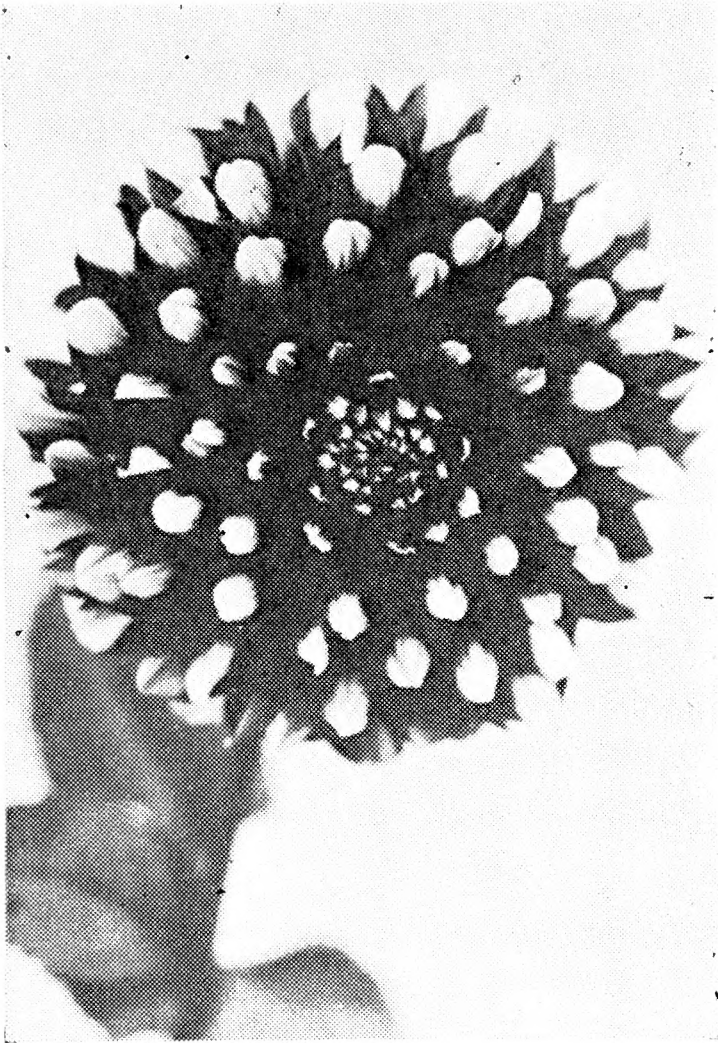
By Theda Kenyon

In writing of her appreciation, Miss Kenyon says: "The story of Anne Hutchinson on **SCARLET ANNE** is particularly significant today. With the spiritual freedom of the whole world menaced it is well to recall this brave woman whose courage established for us our own liberty when she dared oppose the entire Puritan Council in her struggle for freedom of conscience of petition of assembling, and of speech. Without Anne, the Constitution of Declaration of Independence would have been impossible. I am deeply touched over the tribute you have paid to this great woman; and I know that Anne herself—a lover of all nature—would have been as grateful as I am."

FIRST CHAPTER OF SCARLET ANNE

This is the book where generation
Is interlocked with generation:
This is no hour for hesitation.
There is more here than a woman's safety,
Than the built-up fire and the bolted gate—
This is the hour of a burning nation,
And a race in travail that will not wait;
This is the river at the spate.
The strong shall destroy and be destroyed;
The weak shall be buried beside the road—
But the pace of the march shall not be slackened,
And one shall gain what another lacked,
Despite the yoke, and the pricking goad.
Moor and rock and desert and prairie,
Sea to sunset and back again—
Raise the head though the feet be weary,
Never say that the task is vain—
Never say that the vision changes:
If one shall live, though a thousand die,
One shall carry the dream and burden,
One shall remember the battle cry.

The dahlia that created a sensation at "Gardens on Parade,"
New York World's Fair.



TOWN TOPIC

Hulin, and grown in New York, Pennsylvania, Ohio, Virginia and California with fine reports. On the Honor Roll in **THE FLOWER GROWER**. A dahlia you will gladly show your most critical friends, and you do not have to float a loan to own this beauty. The price is **ONLY—**

Strong Roots, each \$7.50 Net, 3 for \$21.00 Net, Plants \$3.50 Net

CONSUL GENERAL QUIST, S. C. (Ballego)—A beautiful European variety of good size and fine form, with color combination of cameo pink and creamy white. Very outstanding. On Mr. Johnston's Honor Roll in the **HOUSE BEAUTIFUL Magazine**. **Plants only \$3.50**

DR. HARRY CUSHING, I. D.—Color, a light mallow pink, on the outer petals, shading to a deeper pink at the center. A bloom of gigantic size, 12 inches in diameter or better, with very good depth. We grew this variety at our gardens this past season, we must honestly say it is a grand dahlia. Exceptionally fine plant, with dark green insect foliage, and a marvelous branching habit. Height of plant 5 ft. **Root \$5.00 Plant \$2.00**

CONVENTION CITY (Lee-Hulin)—A different type of Informal that is nearly as deep as wide. The large heavy blooms are made up of many petals, some fluted and some tubular. It is an attractive color hard to describe, a blend of red shades giving it the general appearance of Hammered Copper. The high crown center is always full and the stiff stems hold it up well. It never shatters and keeps till the last petal dries up. Bush very rugged with light green foliage which the insects do not like. This was grown and shown in California with fine success. Good root producer and keeper. Mentioned on **THE FLOWER GROWER Honor Roll** for December.

Strong Roots, each \$6.00 Net Plants \$2.50 Net

**If you like to have your garden looking beautiful during the summer and fall,
you will have to give them some thought now.**

DORIS ARLEEN (Hulin-Parrella)—Here is a pink that is true in every petal. Deep full Informal of 8 to 9 inches on wonderful stiff stems. The first bloom of the season is lovely and it continues to get better as the season advances. Doris has several Blue Ribbons to her credit and reports from several sections where we had it on trial acclaim it a wonderful flower and worth much more than we are asking for it. You will be adding a real gem to your collection with this irresistible pink.

Strong Roots, each \$5.00 Net Plants \$2.00 Net

A. G. GOODACRE (Goodacre-Dixie) F. D.—Lemon yellow, tipped white. Blooms average from 9 to 10 inches, on long straight stems. Early and profuse bloomer, with insect resisting foliage. This dahlia is a real knock-out in its own class. Something different. Winner of two Firsts, in the Seedling class, Certificate of Merit at East Lansing, with a score of 85—5. An Honor Roll dahlia.

Plants only \$3.00

VIN WELL ARISTOCRAT (Blamer-Parrella) F. D. 8 x 4, Bush 5 ft.—A very early and free blooming red that will have a future in the cut flower market. Not an extremely large bloom but by careful disbudding exhibition flowers may be obtained. Center full and a most excellent stem. The color may be classed a brick or sunset red with yellowish red reverse, and shadings. Has met with favor wherever having been grown on trial.

Roots \$5.00 Net Plants \$2.00 Net

NEW INTRODUCTIONS

E. B. HUTCHINGS, S. C.—Chappaqua, one of the most beautiful dahlias in its color class, due to its form. The color is mallow pink. The petals are long and narrow, forming a ruffy graceful flower. The stems are stiff and slender. Can be grown to large size. Height 5 ft.

Roots \$7.50

JOAN CRAIG, I. D.—Chappaqua, a very striking new dahlia of rich color and fine form. Deep ox-blood red, almost black at the center. The reverse is burgundy. The petals twist and turn showing the reverse thus giving additional richness to the blooms. Good stems hold the flower erect at all times. Bush growth is vigorous. Listed in the Dahlia Futurity 1940.

Roots \$5.00

Through the courtesy and permission of the NEW YORK WORLD TELEGRAM, the following news item commenting about our birthday cake reads as follows:—

“Among the floral exhibits that won public favor yesterday was a silver anniversary “cake.” Displayed by the PARRELLA DAHLIA GARDENS, this display consisted of small pink dahlias arranged in the form of a large cake with twenty-five white candles on top of it. It won a second prize from the flower show committee.”

SPECIAL OFFER

Our SPECIAL OFFER in the past years have met with such great popularity with our customers that we are continuing with same.

We have only changed it so that our customers may select the variety they would like best. With any retail order amounting from \$5 to \$10, you may select 15% additional stock FREE. With any order from \$10 to \$25, you may select 25% additional stock FREE. Orders amounting over \$25, you may select 33⅓% of additional stock.

With any order amounting to less than \$5.00, we usually include an extra root free.

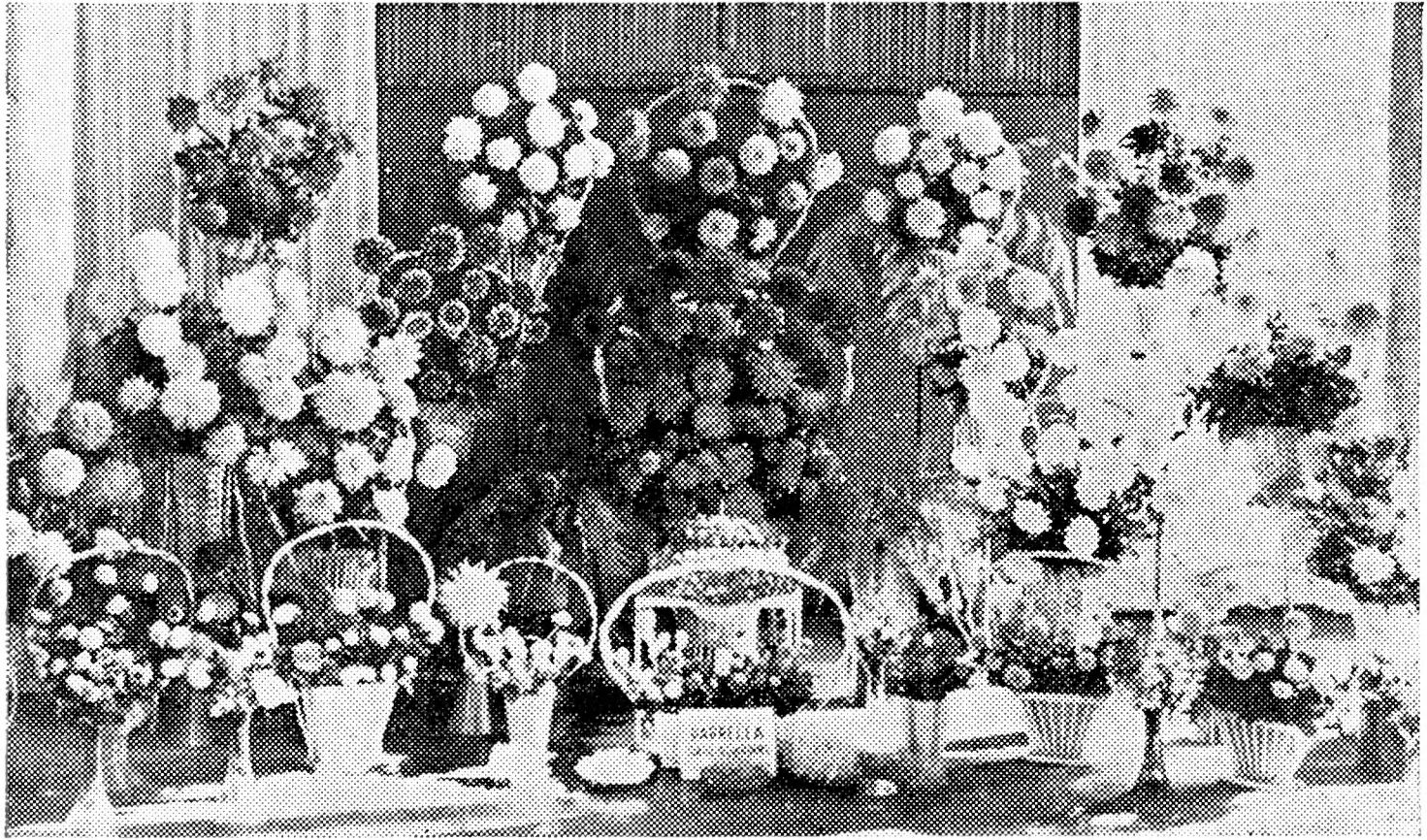
These offers do not include our Special Combinations. Seeds, Trade Discounts and Varieties marked net.

IMPORTANT: All our new introductions are GUARANTEED to be true to description, if proven otherwise, we will gladly refund the full amount paid for same.

Green, black and blue dahlias as yet don't exist. Any other color? Sure, you'll find it in my list.

**ONE OF OUR MANY DISPLAYS AT THE GARDEN ON PARADE AT
NEW YORK WORLD'S FAIR**

Note the birthday cake, in the center of the display, made up of Pompon and miniatures, our own original idea. The cake was a pleasant surprise to the visitors.



**IN THE SMALL VARIETIES WE ARE OFFERING THE
FOLLOWING WHICH ARE VERY GOOD**

SCHLING'S FAVORITE, C. (Schling)—An excellent minitature combined with all good qualities that a dahlia should have. Color old rose on the outer petals blended with Saffron yellow towards center of flower. Each petal is sprinkled with gold, which makes this flower very outstanding. Blooms are finely formed and borne on good long stems. Exceptionally fine plant with good branching habits, and insect resisting foliage. Free and profuse bloomer. This variety is unbeatable for basket work. An Introduction of Mr. Max Schling, Dean of the Florist in the U. S. **Root \$2.50**

MINTO (Hulin-Parrella)—A seedling of Gold Rose with much of the same formation but a very lovely bright pink with more petals. It is the cupped type which is so attractive in the Miniature class. The blooms will average 3 inches on perfectly stiff stems. A wonderful free bloomer and good keeper after cut. The lovers of the small types fall heavy for MINTO. No plants. **Root \$2.00 Net**

RED BONNET (Lee-Hulin)—One of the brightest little Miniatures we have ever grown. It is a small Formal of bright Cherry red, no other color. Medium low bushes are always covered with little spots of red. Reports from New York and Ohio report it as one of the best of all reds. If you like red this should please you well. **Root \$1.50 Net**

TOOTS (Lee-Hulin)—Another little classic of bright lavender, about 2½ inches on long stiff stems. A lovely little flower for vases or basket work. Bushes medium tall with lots of bloom all season. This is one of the best and a large stock permits you to own it at **Root \$1.00 Net**

General List of Standard Varieties

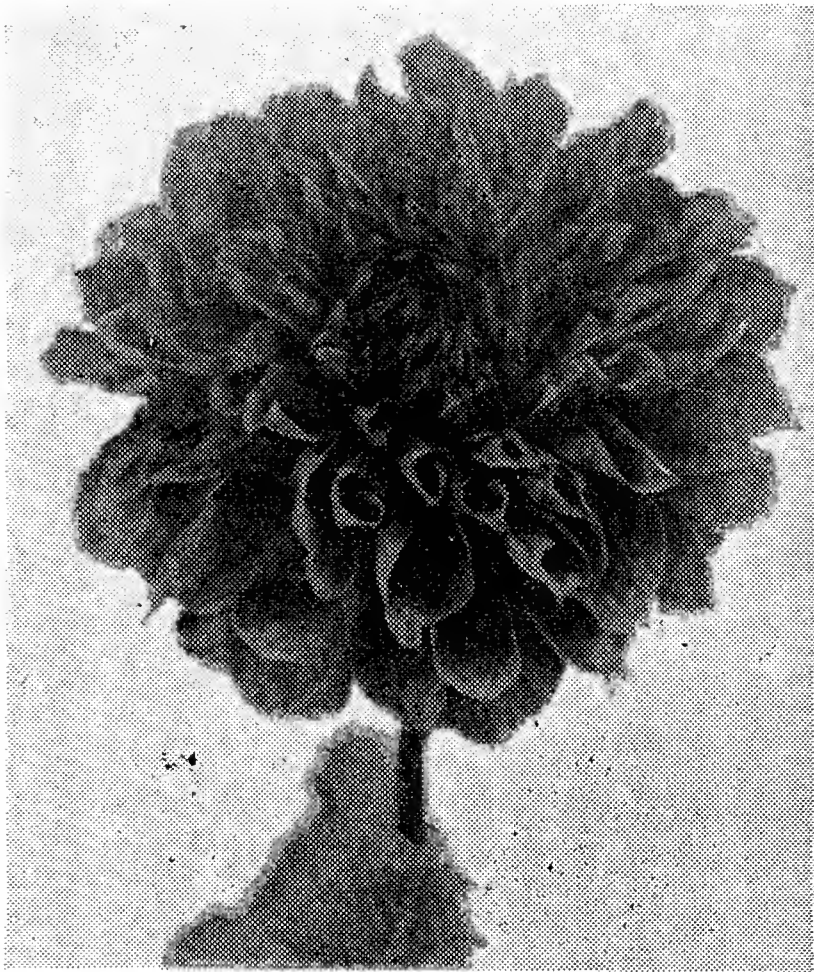
The varieties listed herein are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from over propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi-Cactus; I. D.—Informal Decorative; St. C.—Straight Cactus.



ADA HOFFMAN

ADA HOFFMAN (Parrella, Blamer—Hulin) I. D.—A beautiful golden color dahlia which attracted plenty of attention at the New York Dahlia Show of the AMERICAN DAHLIA SOCIETY. This dahlia was selected by Miss Ada Hoffman, daughter of Governor Hoffman of New Jersey, and named in her honor. The selection was made among many dahlia seedlings at the Show. The Ada Hoffman dahlia is unquestionably very outstanding. Blooms average 10 inches or more and are of perfect formation. Height of plant 4 to 5 feet. Very attractive foliage and insect resisting. A perfect stem. On Mr. Johnston's and Mr. Barron's Honor Roll. **Roots \$4.00 Plant \$1.50**



A. L. ALEXANDER

A. L. ALEXANDER—This dahlia was named in honor of the great radio announcer—(I. D. Stock-Parrella-Hulin)—We are offering this grand dahlia in plants only. Color, dark flame with shades of grenadine red, lines of gold all overlaid with bronze sheen. Blooms from 11 to 12 inches, and from 7 to 8 inches in depth. A very massive dahlia. A strong grower with excellent branching habits. Blooms in profusion from early until late. The huge blooms are erect, facing on cane like stems, with perfect center. An exceptionally fine foliage. On Mr. Dudley's Honor Roll in **THE FLOWER GROWER**. Height of plant, 4
Root \$7.50 Plant \$2.50

ADIRONDACK SUNSET (Cackener-Parkway) I. D.—Color, a deep vivid scarlet, shading to a bright canary yellow at the base. The petals are long and broad, forming a high, tight, rose-like center, showing the deep gold reverse of petals. Height, 5 feet. **Roots \$1.00**

ADOLPH MAYER, S. C. to I. D. (Topsvoort-Mad River)—Color purple garnet nearly black. The darkest dahlia we have had the pleasure of growing. A fine plant with exceptionally good blooms on good straight stems. Height of plant 5 ft. **Root \$2.00**

ADORABLE I. D. (Angell-Parkway)—Color, a vivid peach, shading to an orange yellow glow at the center. The petals are long and broad and gracefully twist near the tips, giving the large flowers a star-like effect. Height, 5 feet. **Roots 75c**

ALYCE MARIE GALVIN F. D.—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded. Certificate of Merit at Storrs. Height, 5 feet. **Roots 50c**

AMELIA EARHART S. C.—Color, apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings. Height 5 feet. **Roots 75c**

AMERICAN PURITY (J. Nuneviller)—Glistening white. True semi-cactus type with absolutely straight stems which are in proportion to the size of the huge blossoms and clean foliage. Having good substance, it can easily be carried to the Show Room in perfect condition. An Honor Roll Dahlia of great merit. Height, 5 feet. **Roots \$2.00**

Order early and you will not be disappointed.

ANGELO ROSSI I. D. Color vivid gold outer petals flushed a deeper shade of salmon gold. Flowers very large, and deep strong stems. **Roots \$1.00**

ANNA MAY WONG, I. D. (Stephenson)—This is a full deep bloom of large proportions. The color is spectrum red with a lighter reverse. The deep flowers are held on good stiff stems above a medium tall bush. This one was very attractive with us the past season. We are sure you, too, will like it. Good divisions well matured. **Root \$1.00**

ARELDA LLOYD I. D. (Smith)—Color, a clear lemon yellow with very light rose suffusion on ends of petals with a clear yellow center, or best described as a yellow Jane Cowl, as form and bush are almost identical. Height, 6 feet. **Root 50c**

AUDREY E. SCHMIDT (Parrella-Hulin-Blamer) I. D.—Deep rosy lavender, flecked with tones of the same, streaked with violet maroon. A dahlia of unusual color which attracted a lot of attention at our Gardens. Blooms 10 inches or better, facing sideways on fine wiry stems. A prolific bloomer, with insect-resisting foliage. Plant averages from 5 to 6 ft. in height with very good branching habits, an open grower. On Mr. Barron's Honor Roll.

Roots \$4.00 Plant \$2.00



AUDREY E. SCHMIDT

AUTUMN SUNSET, ID (e-mh)-C—Lemon yellow lightly tinted spinel red. An exceptionally strong grower and highly resistant to insects. This dahlia holds an enviable trial garden record. Very large blooms, good stems. **Roots \$1.50**

AZURA, ID (e-mh)-C—A giant dahlia, color rosy lilac with a bluish violet sheen. A clean vigorous grower but a late bloomer. **Roots \$1.50**

BAERNES S. C. (Ballego)—This is without doubt one of the best European novelties. The color is a striking carmine rose throughout the entire flower. The petals are pointed and the stems hold the blooms at a fine angle. This variety has fine branching habits. Height, 4 feet. **Roots \$1.50**

BURCH FORAKER (Slocum) I. D.—A seedling of Son of Satan, with all the good qualities of its original parent. Can easily be grown 12 inches in diameter, and 7 or 8 in depth. Color, brightest flame red we have ever seen. Good substance and fine stem. The highest score dahlia at the Mid-West Trial Gardens, 1938. **Plants only \$2.50**

BLUE RIVER (Salem) F. D.—The name is very appropriate for this dahlia. Color, deep lilac or bluish mauve. The nearest to blue dahlia we have seen. Good size bloom on fine stem. Height 4 ft. **Root 75c**

BALLEGO'S SURPRISE S. C. (Ballego)—One of the most beautiful whites. A Seedling of Frau O'Bracht which already has made a fine record and captured many prizes throughout the country. Height, 4 feet. **Roots \$1.00**

BALTIMORE BELLE. S. C.—The royal robe of Caesar could not compare with the beauty and luster of the purple-red glow of this new and magnificent Dahlia which we honor by the name of Baltimore Belle. **Roots \$5.00 Plants \$2.00**

BLACK KNIGHT I. D. (Kemp)—The name of this dahlia ought to be sufficient to give you an idea of the color. Dark velvety maroon, almost black. The flowers are of great size, often up to 14 inches in diameter. Plant has a wonderful branching habit. Height, 6 feet. **Roots \$1.25**

BUCKEYE KING F. D. (Peck)—A very large clear glowing amber yellow that won many prizes. The blooms which are large and of good depth are held facing sideways, on good stems, well above the foliage. Tall and very Vigorous growing bush. Height, 6 feet. **Roots 35c**

CALIFORNIA IDOL I. D. (Ballay)—Clear, bright, self-colored yellow. In size it ranks with the very largest, growing to 14 inches and more, with corresponding depth, and yet is an extremely refined flower in every sense. It won the American Home Achievement medal at Boston, and the Dahlia Society of California medal at San Francisco as the best undessiminated three-year-old seedling. Height, 4½ feet. **Roots \$1.00**

CHALLENGER (Chappaqua) S. C.—A brilliant cardinal red bloom on a strong vigorous bush. A Semi-cactus that is easy to grow. A clean open grower with the best of habits. It won two firsts and a special in the recent New York Show. **Roots 75c**

CHAMPOEG I. D. (Crites-Kemp)—The unusual coloring is especially attractive. It is a waxy canary yellow at the center and shades into a soft rose red. Strong sturdy stems hold the flowers well above the rough thick foliage. Height, 4 feet. **Roots 35c**

CHAPPAQUA SUNSET (Semi-cactus) Chappaqua Gardens—A new Dahlia of rare, distinctive coloring and formation. The color is bronze with a golden suffusion, overlaid with a metallic sheen. The reverse is rose. The petals point forward and twist showing the reverse color. Blooms average 10 to 12 inches when grown in the open field. Strong stems hold the flower at the proper angle well out of the foliage. The bush growth is vigorous, height 5 feet; luxuriant insect-free foliage. Received the Award of Honor at the Trial Grounds of the Dahlia Society of Georgia for a valuable addition to the semi-cactus class. **Roots \$5.00 Plants \$2.50**

CHARLES L. MASTICK (F)—The colour is rich bright orange, deepening to a darker orange at the centre. The reverse is grenadine pink. Strong, vigorous plants hold the immense blooms well above the foliage. **Root \$1.50**

CHATTAQUA SALUTE (F. D.)—This dahlia is by far the purest white of any dahlia known to date, and a prolific bloomer. The flowers, which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. Height, 4½ feet.

Roots 35c

CITY OF WELLSTON F. D.—This is what I believe to be the greatest flower of its coloring ever put on the Market. Color, Rhodamine purple, reverse rose purple, bourne in abundant profusion from early summer until killed by frost. Height, 5 feet.

Roots 35c

CLARA CARDER I. D. (New Zealand)—Certainly one of the best, and a great exhibition variety, of clear cyclamen pink; largest flowers on great stems.

Roots 50c

CORONATION (Pike-Parrella) I. D.—True type. Deep dark purple with velvety sheen; reverse of the center showing very dark color. The petals are rather large but have grace. The formation is perfect. Blooms average 10 to 11 inches in diameter with a very good depth. The foliage is very attractive, and insect resistant and has a tendency to fall gracefully like a willow tree. Height of plant 5 ft. On Mr. Barron's Honor Roll.

Roots \$2.00

DAHLIA CRAFT S. C. (Modern Dahlia Gardens) **THE UNBEATEN CHAMPION**. A light canary yellow, 10 in. to 12 in., to 8 in. deep, long, graceful stems, holds flower erect, an ideal keeper. Bush 5 ft.

Roots \$3.50

DARCY SAINSBURY F. D.—One of the finest whites we ever grew. This dahlia came to us from AUSTRALIA. This is a champion, without exaggerating. The immense blooms are erect on cane-like stems, facing sideways. Height of plants 4½ feet.

Roots \$2.00

DEAN ANDERSON (Mad River Gardens) I. D.—Gratifying indeed are the many glowing reports we have on this great Dahlia. A true exhibition type, of a rare, new color,—radiant henna orange. Extra long, strong stems, holding the very large flowers in an ideal position. Bushes about four and a half feet when grown in the full sun. Most luxuriant insect-free foliage.

Root \$2.00

DIR. CARL DAHL (Scott) I. D.—A graceful giant flower can easily be grown to 12 inches or more. Color, apricot buff, reverse old rose, with a concentration of old rose at center. A free bloomer, with fine stem.

Root \$3.50

DISCOVERY (Salem) I. D.—Huge flowers of deep rosy magenta with a deep reddish garnet center. An excellent variety to force for a large size. Strong stem and a fine grower.

Root \$1.75

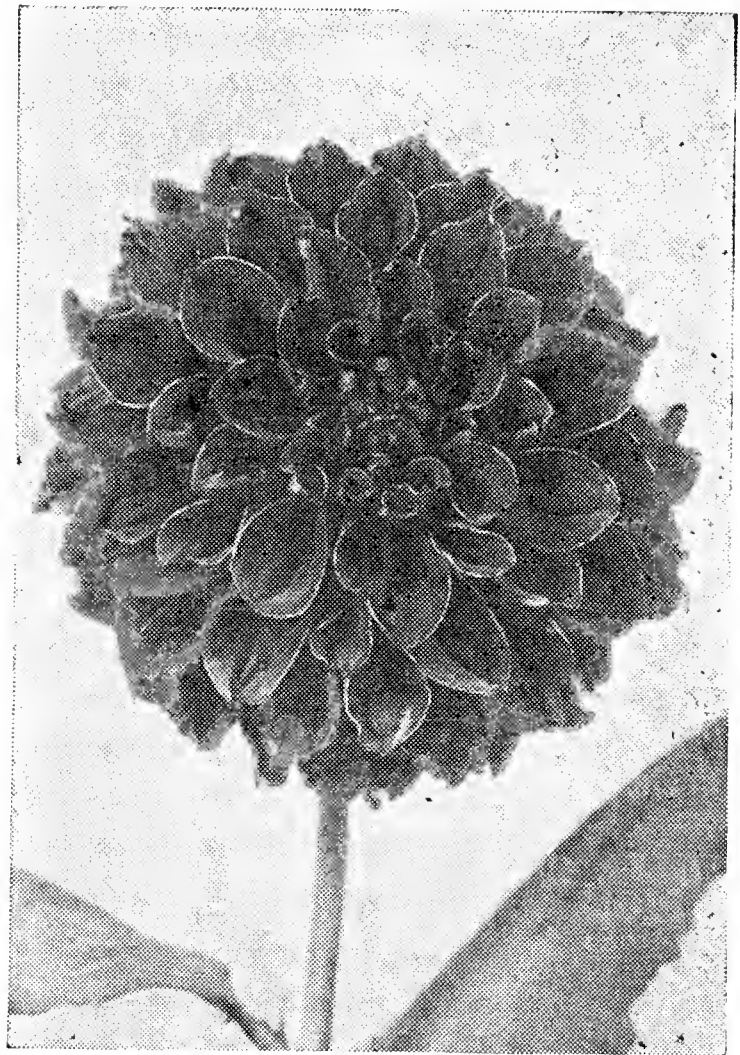
A WORD ABOUT OUR DAHLIA PLANTS

We only offer plants of the most expensive varieties. You can secure plants at a much reasonable price. Our plants are made from base cuttings, and aren't over-propagated. We send out fine sturdy plants, well packed and GUARANTEED to reach you in perfect condition. If you take proper care of them you will not be disappointed. Our customers who have purchased plants from us in the past few years have been very well satisfied. Not only have our plants produced wonderful blooms for them, but also have secured good clumps. Plants will be shipped from May 1st on. If an early shipment is required, Kindly advise.

Please Note: No plants will be shipped outside the Japanese beetle area.

The dahlias of yesterday were marvelous, dahlias of today these have surpassed with the co-operation of the growers, the progress shall last.

DIRECTOR MARSHALL A. HOWE (Parrella-Hulin-Blamer) F. D.—This dahlia received “An Award of Honor” at the Georgia Experimental Station in 1937. In 1936 it was greatly admired at the N. Y. Botanical Garden under Seedling No. 500. We are herewith quoting the exact words of our Beloved friend, “Director Marshall A. Howe” in making the tour of the dahlia border he would pause before this seedling with its gorgeous blooms and say with a smile, “This is outstanding”. This information came to us from a very reliable source. That is the reason we renamed this dahlia.



DIRECTOR MARSHALL A. HOWE

(We are herewith giving the description received from the GEORGIA TRIAL GROUND which corresponds exactly with this lovely dahlia.) **DIRECTOR MARSHALL A. HOWE**. Very attractive in form and color. Color—general effects velvety Tyrian—rose; in detail, the color is a cardinal red over-lying mulberry. The red fades as the end of the petal is approached, showing the undercolor of mulberry purple. To the whole flower there is a cast of rose cerise. The petals fall back almost to stem, giving a ball effect. The substance of the bloom is very durable, well withstanding hot fall winds. Prolific Stems, strong and slender, holding bloom facing, 5 inches to 8 inches above first leaves. Plant—vigorous, strong, medium tall. Foliage—abundant dark green and attractive. On Mr. Johnston’s Honor Roll in **HOUSE BEAUTIFUL**.

Roots \$5.00 Plants \$2.00

DWIGHT W. MORROW (I. D.)—A gigantic red dahlia that was admired by everyone who saw it. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation, made it a winner everywhere. Height, 4½ feet. **Roots 50c**

DIRECTIONS FOR REACHING PARRELLA DAHLIA GARDENS

Customers can easily reach our place by taking the Lexington Avenue Subway, which passes through White Plains Avenue. Get off at **ALLERTON AVENUE**, and take the Boston Road bus, which runs right through Allerton Avenue. Ask the conductor to let you off either at **GRACE** or **ELY** Avenue.

By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

THROUGH THE COURTESY AND PERMISSION OF
THE NEW YORK HERALD TRIBUNE



The following news item was published October 15th, 1939, referring to the Dahlia Border at the Botanical Garden. This item may be of some interest to you:

(Newspaper Clipping)
**BOTANICAL GARDEN DAHLIAS AT
HEIGHT THIS WEEK END**

Bronx Park Display has 900
Plants, 400 Varieties

The outdoor dahlia display at the New York Botanical Gardens in Bronx Park is at its height this week end. Outstanding among the 900 plants in nearly 400 varieties is the one named two years ago for the late DR. MARSHALL A. HOWE, who was Director of the garden. The plants are large with heavy coarse foliage and numerous huge blooms of a rich crimson. The variety was first shown at the garden as an unnamed seedling in 1936 and was greatly admired then by Dr. Howe.

Speaking of the Botanical Garden, we can frankly say that our display there wasn't second to none. Not only DR. M. A. HOWE was the most outstanding, but also BILL ARBURY, TOWN TOPIC, and SCARLET ANNE, were admired immensely by thousands of visitors. By the way, did you have the pleasure of seeing our dahlias perform either at our gardens, at the N. Y. Botanical Garden, at Garden on Parade, at New York World's Fair, or at the A. D. S. Show? If not, ask your friend, he may have seen them.

ELISSA LANDI F. D.—Color is jasper blended with warm buff, giving an effect of brilliant orange. Blooms average 8 to 9 inches without forcing. Height, 5 feet. **Roots 50c**

EAGLE ROCK FANTASY I. D.—The blooms of this variety are not only large in size but beautiful. Color, Clear mallow pink or violet rose with silver shadings. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Height, 4½ feet. **Roots 50c**

EDWARD THOMAS BEDFORD I. D.—A very striking dahlia of a bright cerise color with a silvery reverse. Height, 4½ feet. **Roots 35c**

EMANUEL'S BEAUTY F. D. (Mendosa)—Color, pleasing combination of lemon—yellow with scarlet suffusion. Strong grower. Height, 5 feet. **Roots 25c**

FRAU O'BRACHT S. C.—A clean cut, straight petaled flower of clear primrose yellow. Received A. D. S. Certificate of Merit. Height, 4 feet. **Roots 75c**

FIREBALL (Bissell) F. D.—Color, a brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resisting. Honor Roll and Certificate of Merit. Winner of three Blue Ribbons in formal decorative classes. Height about 5 ft. **Roots \$2.00**

FIRE BIRD (S. C.)—Color, bright cardinal red. Medium size flower of exceptional beauty. Formation is perfect. Flowers are erect on long rigid stems, blooms early and in profusion. Plant is an open grower with dark green leathery foliage. Insect resisting. A perfect dahlia. "Certificate of Merit" at S. N. H. F., 1937. Height of plant, 5 to 6 feet. **Roots \$5.00 Plants \$2.00**

FOREST FIRE I. D. (Dahliadel)—In the bi-color classes this variety should have a wonderful future. Forest Fire has distinct lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips enhanced by clear yellow petaloids. Height, 4 to 5 feet. **Roots 75c**

WHY NOT TRY A FEW POMPONS FOR A TABLE DECORATION?

FRANZ BERGER St. C. (Berger)—Another grand dahlia from Germany. Color is bright coral red. This dahlia will have many friends in the dahlia world. Height, 4 feet. **Roots 50c**

FRED SPRINGER (F. D.)—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or hedge. **Roots 50c**

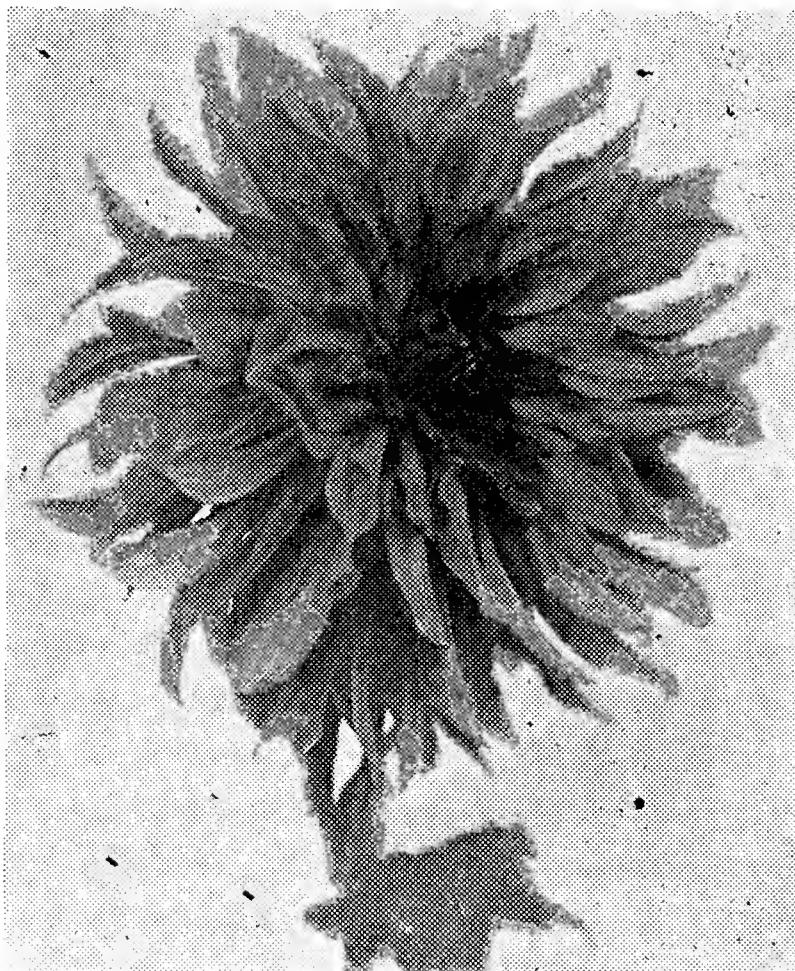
FREIDA GEORGE I. D. (Australia)—One of the most beautiful dahlias we had the pleasure of growing. The color is helio and cream, and one has to see it to fully understand the delicate color. The blooms are large on wonderful stems. One of the very best. This variety won many prizes this past season throughout the country. Height, 5 feet. **Roots \$2.50**

FROLICHE PFALZ (C.)—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Unusual in form and beauty. A great favorite everywhere. Height, 4 feet. **Roots \$1.00**

GLADYS GLAD (I. D. Parrella)

—Color, deep old rose at center, paling out to pale old rose and buff on outer petals. Each petal carries a spectacle of a yellow at base. Each petal delicately tipped with gold. Blooms average 12 inches or better on cane like stems. A lovely dahlia named for a beautiful lady. Grow Gladys Glad this year, and have something different in your garden. The plant is an open grower with fine dark green leathery foliage. A real fine dahlia. Height of plant, 5 to 6 ft.

Root \$7.50 Plant \$3.50



GLADYS GLAD

GOOD NIGHT (I. D.)—This is one of the prettiest dark dahlias we have had the pleasure of growing. Blossoms average 10 inches or more. Color, ox-blood red shaded maroon. This is one dahlia that should not be overlooked.

Roots 50c

GOLDEN BEAUTY I. D. (Silvernale-Oakleigh)—We are using the description given by Mr. I. W. Johnston in the "House Beautiful" Magazine. We believe this description fits to a "T" to this marvelous dahlia. Is an informal decorative, just naturally big. Blooms from twelve to fourteen inches off the same plant. Seven feet tall and with facing flowers of a lovely rich golden shade. One of the finest centers I have ever seen on a dahlia, which means it will stand lots of pushing. Incidentally, a seedling of Jane Cowl-Bing Crosby. With all its size, a truly beautiful dahlia that will make all the giant informal decorative step. A certificate winner, and on three Honor Rolls. A real dahlia. **Roots \$2.00**

GOLDEN GOBLIN (F. D.)—A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it a great depth. **Roots 50c**

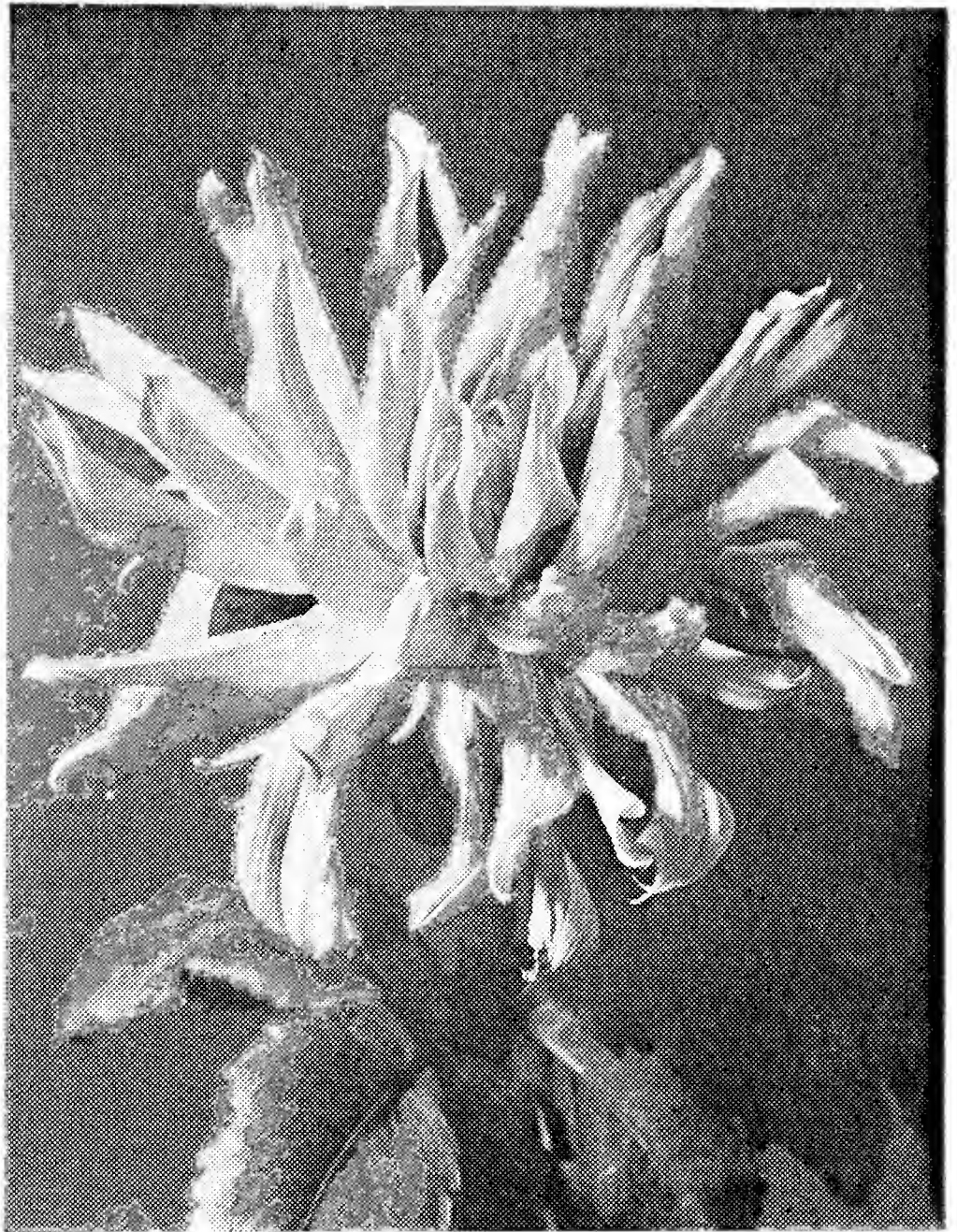
GOLDEN STANDARD S. C. (Downs)—A dahlia that was very much needed in this class. A very showy variety of large size. Color, a golden tan, blushed with tints of amber and bronze. The blooms are held facing on long stiff stems. Plant averages 6 feet. **Roots 75c**

Our stock of Golden Standard took a Special Prize at the last New York Show for the best quality of blooms.

GRACE CURLING (S. C. - I. D.)—A charming dahlia of good size. Color, bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. Height, 5 feet. **Roots 35c**

GRAND SLAM (Hulin-Parrella)—Here is the best true to type Semi-Cactus we have ever seen and a color combination all its own, bright rose, citron yellow, and light pink. The 9 to 10 inch blooms are held well on good stems. Winner of three Sweepstakes, five firsts and a special award at four Northwest shows. You can make a **GRAND SLAM** with this beauty. Stock limited. Height, 4½ feet.

Root \$1.50



GRAND SLAM

GREATER GLORY, S. C. (Salem)—Color deep rose pink, occasionally shading to sulphur yellow at the center. Strong heathy bush with fine foliage. Good stem and excellent bloom. Winner of many prizes at the leading Shows. **Root \$1.50**

NOTE: Increasing stock on George Washington.

GRETEL (Bauer) C—Color, a soft fiery red. Fine for exhibiting and cut flower. Best described as a larger and darker Miss Belgium. **Root 75c**

HILLCREST MANDARIN I. F. (Scott)—Color, Oriental Scarlet, flushed and shading to a golden yellow, with a golden yellow reverse. The petals twist and curl in a most artistic manner, giving the huge flowers size and depth. Height, 5 feet. **Root 50c**

HILLSIDE GOLD (Hillside Farm)—St. C. Color, rich golden yellow, with an apricot glow, especially at the center of the flower. This variety is a fine grower, good foliage, and the best of stem. Winner of several blue ribbons. On Mr. Johnston's Honor Roll. **Roots \$3.50**

H. R. S. I. D. (Seal)—The blooms are large and deep. The petals are long and broad, and twist and wave in a most enhancing manner. Color, golden yellow throughout; no other shade or tint. The flowers are held on strong stems, with insect-resistant foliage. Height, about 5 feet. **Roots 50c**

HUNT'S VELVET WONDER I. D. (Hunt's-Burnett Bros.)—An Honor Roll dahlia. Another giant of great beauty. Color, bright violet burgundy. Blooms up to 15 inches. Stands erect on a fine stem, and disease resisting foliage. Height, 5 feet. **Roots 75c**

INCANDESCENT (Weyer's-Parrella) I. D.—Color, rich rosy buff suffused yellow light old rose. Center, rich old rose, paling to light buff on outside of petals. High centered well formed flowers. Size of bloom from 10 to 13 inches in diameter. Blooms in great profusion. The huge blooms are held facing sideways on cane-like stems, well above the foliage. The plant is an open grower with insect resisting foliage. Incandescent is a Seedling of Jane Cowl, only larger in size and more beautiful in color and formation. Incidentally, this dahlia scored 85 at the East Lansing Trial Ground in 1936. Height of plant 6 feet. **Roots \$3.00**

INDIANA MOON (I. D.)—This is truly a giant dahlia with a pleasing combination of color described as flesh ochre with lines of special pink. **Roots 50c**

INDIAN PRINCESS C. (Kunzman Dahlia Gardens)—Heavy, exceptionally full blooms, 8 x 4½ inches, of the richest, bright Indian red; strong grower, covered with the immense, sparkling blooms on good stems. The finest of all red cactus dahlias. Height, 5 feet. **Roots \$2.00**

IRENE ANDERSON (H. C.)—Huge blooms, often 10 inches across. Rosy, purplish cerise, heavily tipped white good stems. A very attractive Garden Dahlia, and showy exhibition flower. Height, 5½ feet. **Roots 75c**

JANE COWL (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color, a glistening bronzy buff and gold, blending to a deeper shade at the center. Height, 6 feet. **Roots 25c**

JANE DEW I. D.—A magnificent true clear pink dahlia with plenty of substance, and large exhibition blooms. **Root \$1.00**

JEAN TRIMBEE (S. C.)—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color, a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth. An unusual and outstanding variety that drew plenty of attention. Height, 5½ feet. **Roots 50c**

JERSEY BEAUTY (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. Height, 6 feet. **Roots 25c**

JERSEY BEACON (F. D.)—The most spectacular of the Jersey family. Color, a bright Chinese scarlet with a buff reflex, giving it a two-toned effect. Height, 4½ feet. **Roots 25c**

The Marvelous Dahlia is Not Only a Man's Flower—A Lady's as Well.

JERSEY'S DAINTY (Incurved Cactus)—One of the best white cactus Dahlias to date, being a free bloomer and a good keeper. Good stiff stems.

Roots 50c

JESSICA DRAGONETTE (Semi-Cactus)—Large blooms of buff apricot suffused peach and mauve. The huge flowers have perfect form with beautifully pointed petals. An exceptionally strong grower that gives an abundance of exhibition flowers on real stems.

Roots 75c

JIMMIE FOXX. I. D. (Johnson)—A spectacular dahlia of giant size; color coppery red tinged with henna. The flowers easily obtain a size of 13 inches in diameter by 8 inch depth and are supported by strong straight stems. The plant is an exceptionally sturdy grower having very heavy foliage.

Roots \$1.50

JIM MOORE (Loller)—It is distinctive in form and color. The petals are long and regular, rolling back at tips, while the color is a primrose yellow shaded gold and suffused salmon. A good healthy grower. Height, 4 feet.

Roots 35c

J. K. ALEXANDER, JR. I. D. (Alexander)—Giant blooms of great depth and wonderful formation. Color, a deep scarlet with slight lines of gold on edge towards the tips. It is a large full flower with the petals closely set. They are held facing sideways on long, strong stems, with fine, large, heavy, insect-resistant foliage. Received an Award of Honor at the Georgia Experimental Station. Height, 4 to 5 feet.

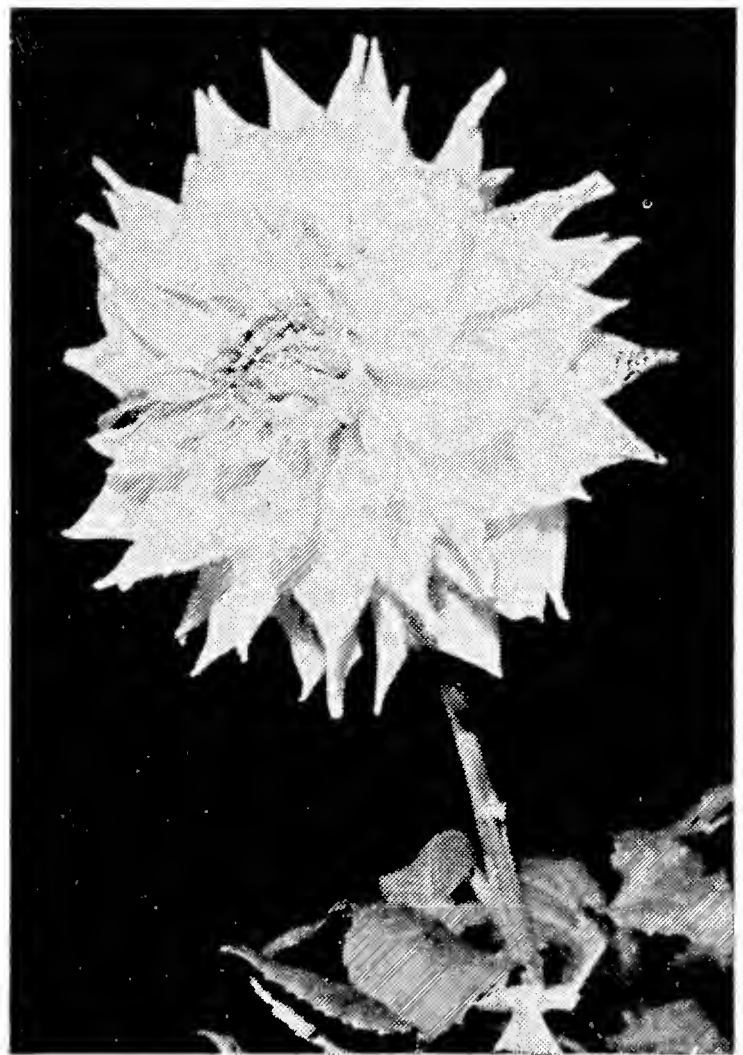
Roots 50c

JOSEPHINE G—S. C. (Grosscross)—Color is very pleasing true rose pink of a bright shade, soft petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. Height, 4½ feet.

Roots 35c

JULIA IRENE I. D. (Parrella)—Color, in effect pink but in more details is a rose-pink with pencillings, or streaks, of deep rose. Blooms of immense size with petals flaring wide open and turning to back as the bloom grows older. Stems stiff as cane holding huge bloom facing well above the foliage. Plant, vigorous. Foliage, abundant and healthy. Julia Irene is a grand dahlia in every respect; for size, beauty, and quantity, it cannot be beaten. This is one dahlia that has come to stay. If you want a garden full of beautiful blooms, grow Julia Irene this coming season. Julia Irene is a Seedling of Kathleen Norris, but a finer grower and will produce three times as many blooms as the original parent. We are quoting the exact words received from Mr. D. D. Long of the GEORGIA EXPERIMENTAL STATION, "This variety is especially recommended for trial by those who found the Kathleen Norris variety difficult to grow in their respective garden." Height of plant, 6 to 7 feet.

Roots \$3.50



JULIA IRENE

KATIE K. I. D. (Lakeside Gardens)—A clear pink, of large size on long stems. I think it is the greatest exhibition pink since Kathleen Norris. A certificate winner and it will win for you if you grow it in 1938.

Roots \$3.00 Plants \$1.25

KATHLEEN NORRIS (I. D.)—Color, a true rose pink, deepening to a mellow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad, with twisting ends that enhance its beauty. The blooms are held facing on cane-like stems. Height, 4 feet. Roots 50c

KAWEAH I. D. (Meussdorfer)—Color, a deep, clear rose cerise, center of petals shading to a rich cardinal, and when fully matured, shades lighter towards the petals to a mauve or orchid color. The blooms are giants and are held facing sideways. Height, 5 feet. Roots 50c

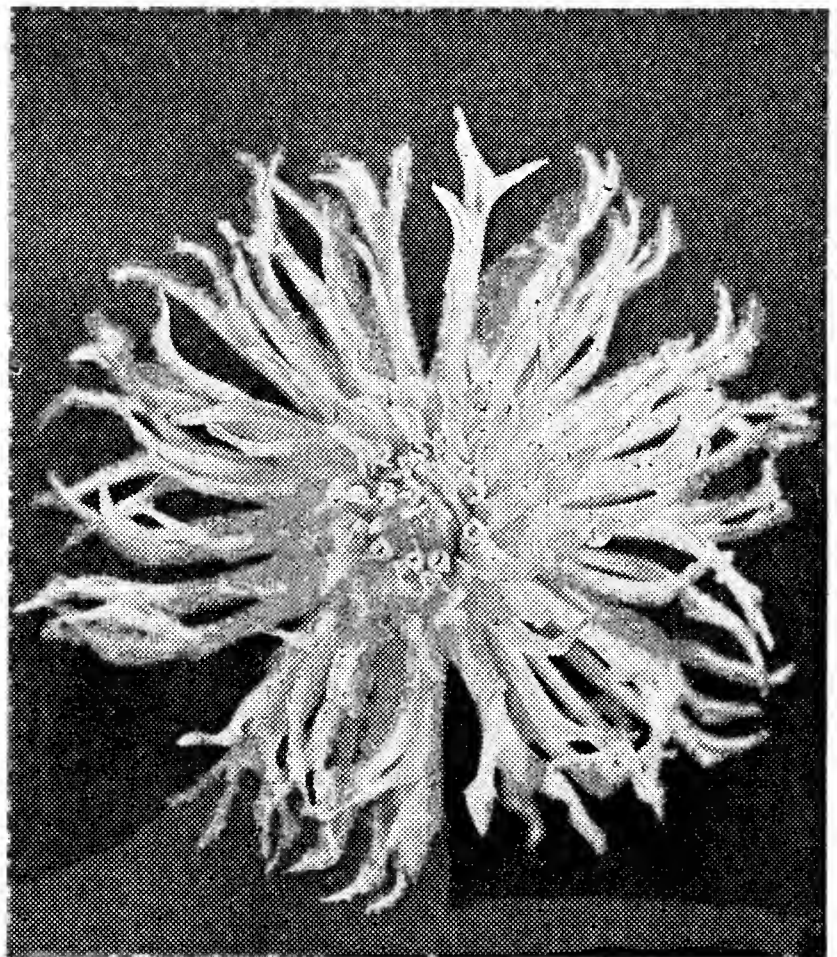
KENTUCKY SUN (White) F. D.—Probably the greatest yellow formal decorative to date. Winner of American Home Achievement Medal, Louisville, Ky., and on three Honor Rolls. We predict a great future for this fine, rugged variety, and describe it as a naturally large flower with great substance, of a bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower. Roots \$1.50

KIMIKAGE (I. Endow - Parrella)

—In introducing this lovely dahlia, we are positive of offering something real different. Kimikage isn't a large dahlia, but one of the most beautiful in color and very different in formation. The petals of this dahlia twist in such a fine manner that frankly it is hard to describe. You must see this dahlia in bloom to appreciate its real beauty. Color, lemon yellow. Light green foliage, insect resisting. Note: Kimikage is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Dudley in THE FLOWER GROWER. Height of plant, 4½ ft.

Root \$3.50

Plant \$1.50



KIMIKAGE

LELAND STANFORD (Ballay) I. D.—Bloom 12x5. Brilliant cardinal red, the Stanford University color. The originator claims this is the brightest big red so far. It does not fade in the hot sun. It is an early and free bloomer. Good stems. Roots \$1.50

LOUISE BATES S. C. (Cordes-Eastman)—A very spectacular dahlia of immense size. Blooms averaging well over 12 inches across. The color is a beautiful mellow pink, with a phlox purple center. A most prolific bloomer as well as an artistic and grand exhibition dahlia. Height, 5 feet. Roots \$1.00

We would appreciate very much if you print or write your name and address PLAINLY, in order to avoid confusion.

LOIS WALCHER (Walcher) F. D.—Color dark purple with white tips. A lovely bi-color, winner of many Achievement Medals. Height of plant 4 ft.

Roots \$3.50

MAD RIVER CHIEF (Mad River Gardens) I. D.—This great Dahlia has been described by many prominent Dahlia growers as “the finest red they have ever seen.” A very large exhibition type; color rich velvety carmine red, with a darker center. Perfect, long stems, some of them 48 inches long, with all flowers facing or on top. When cut, this fine Dahlia actually grows in water, and is one of our longest keepers. The only red we know, that is popular with women and men alike.

Roots \$1.50

MARGIE PARRELLA, Note: See description and photo on back cover.

MARGRACE I. D. (Bissell)—We take great pride in presenting to you this prize winning dahlia. Color, brilliant scarlet, tipped and striped with gold. In hot weather the gold is not so prominent. It is a very deep flower with an exceptionally fine stem that holds the flower erect to facing.

Roots \$1.50

M. Col F. D.—A medium size dahlia. A beautiful tri-color flower. Yellow at the center shading to orange with silvery white tips. A fine grower and producer. Size of blooms, 5 to 6 inches in diameter. The blooms are erect on cane-like stems, facing sideways. We believe this dahlia will make a wonderful commercial variety, as the blooms have a fine lasting quality after it is cut. Height of plant, 4 feet.

Roots \$1.00

MASON'S PURPLE BEAUTY F. D. (Mason)—This lovely dahlia which scored 85 at the East Lansing Trial Ground in 1936, is worth while to be planted in the best of Gardens. Color, purple, reverse whitish or silvery streaked. A prolific bloomer and an exceptionally fine grower. Blooms average from 9 to 10 inches. Height, 5½ feet.

Roots \$2.00

MAYOR FRANK OTIS (Johns-Salbach) — I. D. Color, soft, rich golden yellow with just a touch of copper shading. This is one of the largest dahlias of the season. A real sensation. Winner of many medals and ribbons all over the country this past season. The originator claims that a bloom of this variety has been grown 17 inches in diameter, and 10 inches in depth. So you can use your own imagination. Mayor Otis is vigorous grower, free bloomer, and has a fine stem.

Roots \$15.00 Plants \$5.00

MAY ROBSON S. C. (Chappaqua)—Here is a dahlia of real charm. A beautifully formed flower of clear bright pink, brighter in tone than Kathleen Norris. A true semi-cactus, with straight stem, holds the flowers erect and facing. Very sturdy bush. Height 5 feet.

Roots \$1.50

MISS BELGIUM S. C.—Not a large flower but possessed of great beauty. Perfect cactus type of bright orange. Winner of Silver Challenge Cup in Holland for the best foreign novelty. Height, 4 feet.

Roots 75c

MISS CLIO (Dixie Dahlia Gardens)—F. D. Pink with a yellow center. A very delicate coloring in a medium-sized flower. Won a first in undisseminated class at Toledo; also a Certificate of Merit at East Lansing.

Roots \$3.00

MISS OHIO Incurved Cactus (Frank's Dahlia Gardens)—Color, Lilac Rose. It is an easy grower, early bloomer, good root maker and seed producer. This variety is good for exhibition as well as cutting. Winner of many prizes. Height, 4 feet.

Roots \$1.25

MISS LONG ISLAND I. D. (Jeffords-Parrella)—A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. It is a bright sparkling color and a very pleasing clean cut flower. Unusual disease and insect-resistant foliage. Height, 6 to 7 feet.

Roots \$1.50

MISS OAKLAND, F. D. (Oakleigh-Lakeside)—A pure white dahlia of good size and exceptionally fine formed. A free and prolific bloomer, with fine stem, which holds the flower facing. A real prize winner. Height of plant 5 ft.

Root \$1.50

MONARCH OF THE EAST (Almy) I. D.—A giant flower of mustard yellow with an apricot suffusion, with good stem and a fine foliage. Certificate winner, and an Honor Roll variety.

Root \$2.00

MRS. GEORGE LE BOUTILLIER I. D. (Smith-Ruschmohr)—Color, deep crimson. The blooms are exceptionally large and are held erect on long stems. Height, 4½ feet.

Roots 50c

MRS. JAMES ROOSEVELT, S. C. to I. D. (Parrella-Hulin)—An even grenadine red with streaked yellow reverse, which gives a predominant orange-red effect with yellow tints and lightings. Petals slightly twisting, curling and slightly crinkled. Immense size blooms, 11 inches or more without forcing, with great depth. A very beautiful dahlia in color and form. Something different. Height of plant, 5 feet. This dahlia was named in HONOR of our President's Mother. MRS. JAMES ROOSEVELT received an Award of Honor at the Georgia Experimental Station with the following comment: "So forceful in attention getting value that it approaches the spectacular."

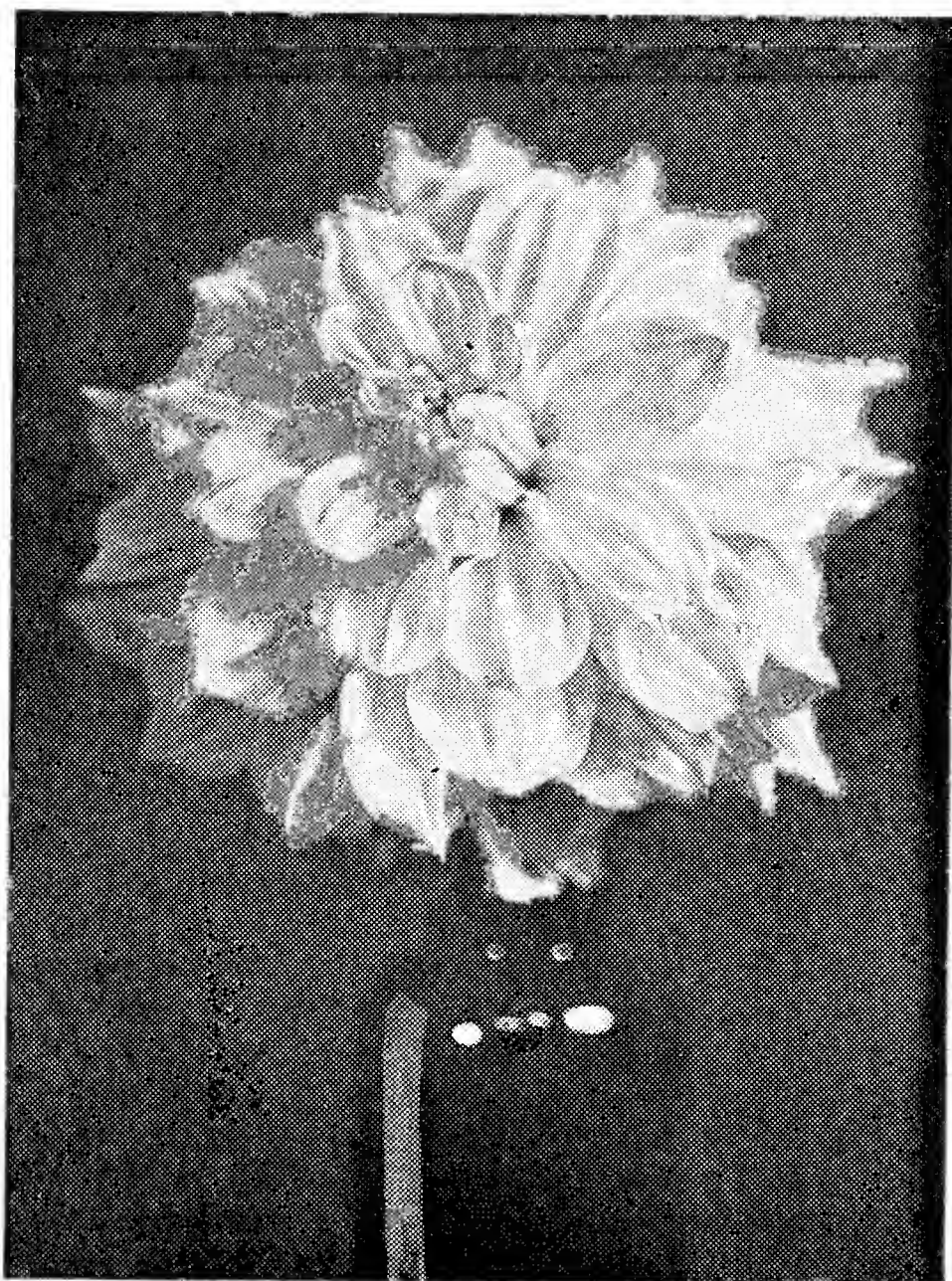
Root \$3.00

MARY GERALDINE (Galvin) I. D.—Rose red, every petal tipped white. A lovely bi-color of good size and form. Height of plant 5 ft.

Root \$1.50

MOON-GLO, F. D. (Parrella-Hulin)—Color lemon yellow. High center which gives it a distinct glow. A few occasional petals show a white streak along the edge which disappears as the bloom opens. A large flower on cane-like stems. An open bush and insect-resisting foliage, has all the good points of a fine dahlia. On Mr. Johnston's Revue in "House Beautiful" Magazine. Height, 4½ feet.

Roots \$2.00



MOON-GLO

If you have tried to grow dahlias once and failed, try again.

TO GROW BETTER DAHLIAS
JOIN THE
AMERICAN DAHLIA SOCIETY
THIS IS ONE OF THE BEST
INVESTMENTS

For more information regarding a subscription write to the Secretary of the A. D. S., Mr. C. Louis Alling, 251 Court Street, West Haven, Conn.



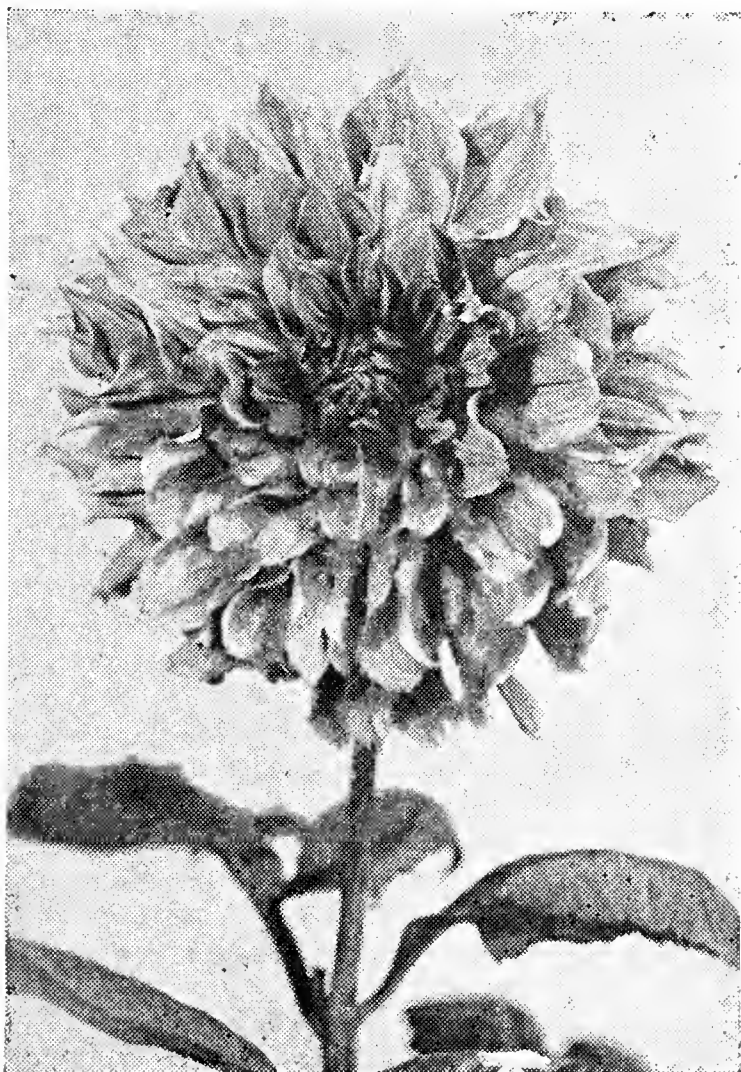
AMERICAN DAHLIA SOCIETY,
DAHLIA SOCIETY OF MICHIGAN,
DAHLIA SOCIETY OF VIRGINIA,
CANADIAN DAHLIA SOCIETY, and
OHIO DAHLIA SOCIETY.

REMEMBER THE DATE, MAY 11th, THE OPENING OF THE NEW YORK WORLD'S FAIR. WILL BE SEEING YOU!

MRS. J. K. ALEXANDER—The best clear butter-cup yellow dahlia ever introduced. A 12-14 inch flower, free flowering, long stems, and is a **REAL** dahlia, a noble flower. Height, 4 feet. **Roots 75c**

MURPHY'S MASTERPIECE I. D. (Murphy)—This is a true gigantic dahlia and a real prize winner. Color, dark red that never burns in the hottest sun. Flowers are erect on cane-like stems. If you want to win at the Show, do not overlook this one. Height, 5 feet. **Roots \$1.50**

MODERN DAHLIAS, a book by "J. Louis Roberts," is one of the most up-to-date in the art of growing better dahlias. Also how to take proper care of them from the beginning of the season to the end. Mr. Robert's has to his credit twenty-five years of experience in growing dahlias, and his knowledge is really worth while to the Amateurs as well as Professionals. The cost of this book is (\$2.00), which can be secured either from us or from the "Doubleday, Doran Outdoor Books," Garden City, New York who are the publishers.



MRS. B. E. BURHELD

MRS. B. E. BURHELD "Australia"

(Parrella) I. D.—Light flock purple, reverse streaked white petals very twisted, cerated tips. A large dahlia of exceptional beauty with good depth. Blooms average 10 inches or more facing on best of stem. An open grower and free bloomer. Good branching habits and fine foliage, height of plant 6 ft.

Roots \$5.00 Plants \$2.00

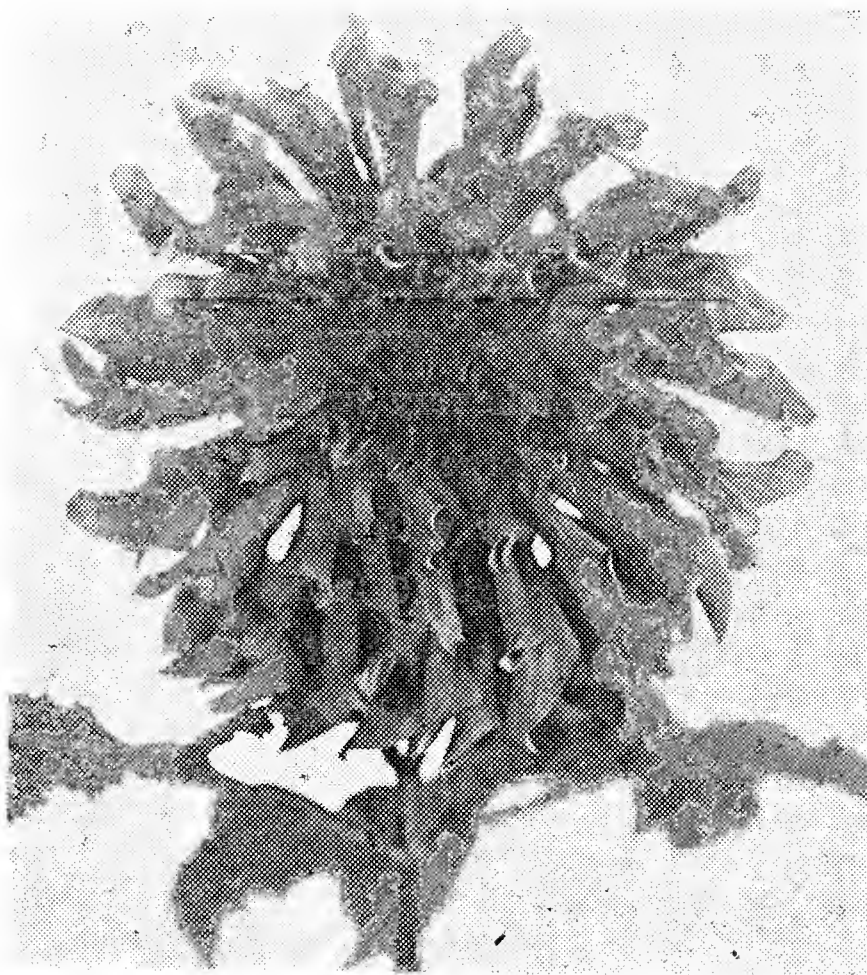
MRS. W. F. LORD F. D. (Pike-Parrella)—A grand dahlia from Canada. Color, a bright gold with tints of peach pink on reverse. Gold deepens to a golden orange to the center of the flower. This marvelous dahlia started its prize winning career in 1933 and continued in 1934, when it won the "Morley Mackenzie Cup" for the best seedling at the Toronto East Dahlia Society Exhibition. Also won as largest and best bloom at the 1934 Scarborough Show. **Roots \$1.50**

MRS. C. E. WILDON F. D. (Dixie Gardens)—Color, Scarlet red, orange reverse, 6 x 10, heavy, leathery, foliage, and prolific. Good stems, bush 4 feet. On Mr. Barron's Honor Roll. Scored 86.6 at East Lansing in 1937. **Roots \$2.50**

MRS. WILLIAM S. KNUDSEN I. D. (Dixie Gardens)—Color, pure white, 6 to 7 feet. Heavy insect resisting foliage. Bloom 10 x 12 x 7. On Mr. Barron's Honor Roll and won many prizes in undisseminated class. Scored 85. **Roots \$3.00**

MRS. G. W. HUTCHINSON "Australia" (Parrella)—Straight Cactus, with the back petals falling down so as to give a complete ball contour to the flower. Pure rich chrome throughout. Very little fading. A very beautiful dahlia in color and form while it is very large in size it doesn't detract from its beauty. We predict a very bright future for this unusual dahlia. Blooms are borne on very fine stems. An early and free bloomer with light green insect resisting foliage. Height of plant 4 to 5 feet. **Roots \$3.50 Plant \$1.50**

MYRA HOWARD I. D.—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. Height, 6 feet. **Roots 50c**



MRS. STEWART

MRS. STEWART (S. C.)—Color, straw yellow, spotted with strawberry pink, rose lavender reverse. Form is very attractive as the petals curl and twist. An Australian dahlia of real merit. Good stem and foliage, and a very fine bush. Deserves a trial. Blooms average up to 12 inches. Height of plant, 5 ft.

Root \$5.00 Plants \$2.00

ORIENTAL BEAUTY (S. C.)—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The petals gracefully curl and twist, making this flower very attractive and desirable. Height, 5 feet. **Roots 50c**

OAKLEIGH MONARCH F. D. (Oakleigh Gardens)—It is bright cerise red color—quite unlike any other introduction of recent years, and the keeping qualities, for such a large Dahlia, are remarkable. By actual test, blooms of Oakleigh Monarch have kept for seven to ten days in perfect condition after it is cut. Oakleigh Monarch scored 86.9 at East Lansing, and we recommend this dahlia very highly for its fine performing qualities. Height, 5 feet. **Roots 75c**

OMAR KHAYYAM (F. D.)—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. Height, 5 to 6 feet. **Roots 50c**

ORINDA (Frazier) I. D.—Roseline purple, or deep orchid. Bushes are very rugged. Flowers are very large. **Roots 50c**

ORIENTAL GLORY I. F. (Swartz)—Color is cadmium orange, overlaid with scarlet; center and reverse heavily shaded scarlet, a truly beautiful color. The flowers which are large and of great depth, are held on strong stems, and in great profusion, well above the robust bush that averages about 5 feet. **Roots 50c**

PALO ALTO (S. C.)—A real giant, the color of which is clear, bright salmon, shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centers. Well recommended as a winner. **Roots 50c**

PAUL BUNYAN'S CHARM—A rich golden yellow flower about two shades deeper than the average yellow, with an unusually high center which adds greatly to its appearance. This is a dahlia that is easy to grow which is much needed in the yellow class, with blooms 11 inches to 13 inches and have been grown to 14 inches. The sturdy bush and its extreme brilliance make it a good garden variety. Won two firsts in I. D. undisseminated classes, scored 84 in East Lansing 1938, and is on The Flower Grower Honor Roll. **Roots \$3.50**

PHYLLIS KNIGHT (FitzGerald-Parrella) I. D.—A dahlia of gigantic size 12 to 15 inch bloom, unusual color, the beauty is not only in its size, but also its color. It is a salmon and rose pink. The giant blooms are borne on cane like stem, blooms facing. Has fine growing habits, an open grower with dark green foliage, insect resisting. Height of plant 5 to 6 feet. This dahlia took many prizes this past season. **Roots \$2.50**

PRACHTKERL (Semi-Cac.)—Color, Empire yellow, with long, broad petals that curl and twist in a most enhancing manner to give the huge blooms great depth. They are held facing sideways, high and well above the heavy insect-resistant foliage, on long stems. Height, 4 feet. **Roots \$1.00**

PREMIER'S MAJESTIC—I. D. (Premier) Color salmon, gold and mulberry. A real fine dahlia on cane-like stem. A profuse bloomer, good plant and fine foliage. Certificate Winner at different trial grounds. Height of plant 5 feet. **Root \$2.50**

PREMIER'S WINSOME (Premier) I. D.—Color white suffused with mallow pink. A very massive bloomer. Which can be grown to an immense size, with proportionate depth. A dahlia of real merit, with all the good qualities a dahlia should have. A Certificate Winner and this dahlia will win for you. Root \$5.00 Plant \$2.00

PRIDE OF SHADOWBROOK (Roy-Chappaqua Gardens) S. C.—A true exhibition type of rare coloring; salmon rose going to rich canary yellow at the center. Blooms are uniformly large and have a perfect center throughout the season. Early and free flowering. Blooms are held facing in an ideal position. A tall grower, extra long stems, most luxuriant foliage. A distinct novelty that will be in great demand when it becomes known. In type of Amelia Earhart, but larger. On Mr. Barron's Honor Roll. Roots \$2.50

PINK DAILY MAIL, I. D.—The color is cyclamen pink. Reported to be a clean, vigorous grower of excellent habits. Roots \$1.00

PRINCE OF PERSIA (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson, the petals of which are of great depth and substance, making an unusually deep and attractive flower. Height, 5 feet. Roots 50c

RENATE MULLER Incurved Cactus (Germany)—One of the finest to date; large flowers on the best of stems. Color bright rose with pale yellow center. Height, 4 feet. Roots 75c

RED SUNSET—Informal Decorative; very bright vivid Chinese scarlet; long stems and healthy grower. Beautiful foliage. We have never grown so large a red dahlia except Satan. Received a Certificate of Merit at A.D.S. Trial grounds. East Lansing, Mich. Score 85 E. Roots \$2.50
The above is an exhibition dahlia.

ROBERT EMMETT I. D. (Maroney-Dahliadel)—This grand dahlia is a cardinal red, with a velvet texture; the flowers are of good size and are held facing sideways on best of long stems. Height, 4 feet. Roots 50c

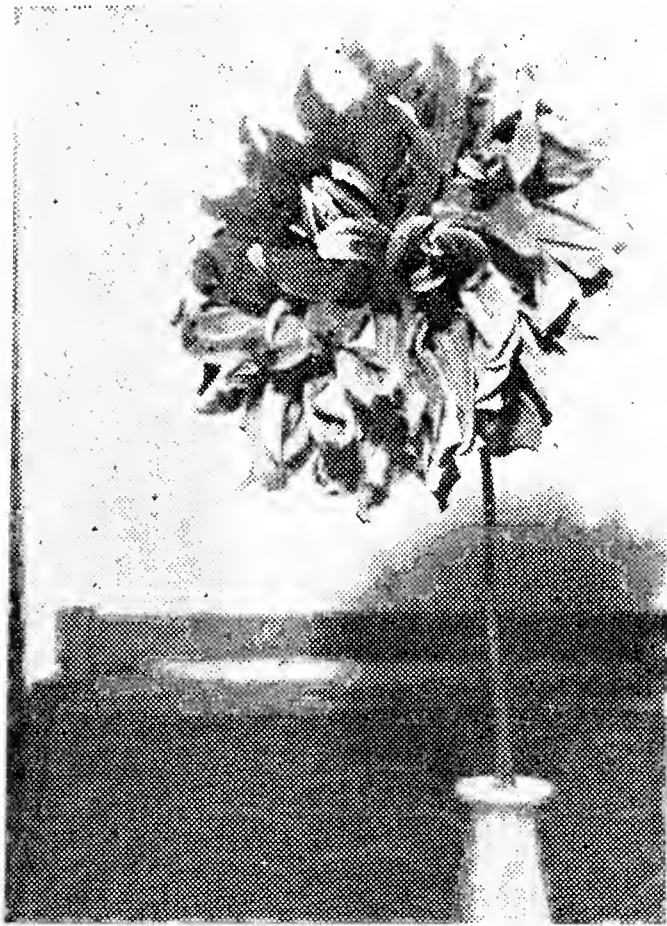
ROBERT L. RIPLEY I. D. (Salem)—Rhodamine purple with rose suffusions throughout the entire bloom. This dahlia is of immense size on a strong stem. Has been grown 16 x 12 inches. Many first prizes at both National Shows, Chicago and other exhibitions. Created a sensation wherever shown. Will develop a full flower from a cut bud not even showing color. "Believe It Or Not." Roots \$2.50

ROCKLEIGH MOON, F. D. (Taylor)—Light lemon yellow of medium size on bushes that are very vigorous. The stems are stiff and the blooms keep well. Roots 50c

ROSE FALLON F. D.—A huge bloom of orange amber. Good grower and fine producer. Root 25c

RUBY TAYLOR, I. D. (Garritty)—Deep large flowers of velvety carmine are a general favorite with all. The bushes are strong growers about five feet. Stems always good. Roots 75c

RUDOLF'S GIANT Inf. D.—Bright buff-apricot. This dahlia is signified by its name. While the bush is not a tall grower, it produces excellent foliage and good stiff stems. The flower in addition to having width has depth and the centers are tight and compact. Root \$3.50 Plant \$1.50



ROYAL ROBE

ROYAL ROBE I. D. (Sigismondi-Parrella)

—Color, rich royal purple. The reverse shows a definite silver shading that in no sense is a faded color, but gives the purple a clear brightness. The huge blossoms are borne on long and cane-like stems which never droop. This is a seedling of Jane Cowl, and like the original parent, it is a tall growing bush with a fine foliage, insect-resisting. This particular variety never shows a center. Height, 5 feet. Roots \$1.00

RUTH DENNING, (Cox-Parrella)—Formal Bi-Color. White tipped with rich rosy crimson about one-fifth to one-quarter of the petal. A bright lively flower, the older petals take on an entire pale rose flush. Blooms average 8 inches to 9 inches and very attractive. A free and prolific bloomer, good stem and foliage. Height of plant 4 ft. On Mr. Barron's Honor Roll.

Roots \$3.50 Plant \$1.50

SALEM PRIDE (F. D.)—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches Roots 35c

SATAN (S. C.)—Here is one that should be in every garden. Color, a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems! The blooms regularly measure from 10 to 12 inches in diameter. Height, 5 to 6 feet. Roots 50c

SHAHRAZAD (I. D.)—Described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems. Height, 5 feet. Roots 50c

SHELDON LOUISE (Boender-Parrella) I. D.—A very pleasing shade of dark cherry red, a shade between Man O'War and Oakleigh Monarch. Blooms average 10 to 12 inches on very fine stem, and is very attractive and beautiful. This dahlia has perfect growing habits with fine foliage. Won First Prize in Boston in 1936 as well as a Special Gold Medal there.

Roots \$2.00

SNOW CAP F. D. (Fraser) A very fine white with just a little cream cast. Centers are always full and deep. Strong stem and good cut flower. Height, 5 feet. Roots 50c

The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

SONNY BOY I. D. (Nunneville)—This giant dahlia is of old rose, slightly striped and tinged old gold, and attains great size in the open field, and we can highly recommend it as a very hardy variety. The huge blooms, which are also of great depth, are held facing sideways on long sturdy stems. Height, about 4 feet. **Roots 50c**

SON OF SATAN Inf. D. (Slocum)—One of the largest and brightest of its type. Intense flame red on excellent stems. Blooms up to twelve inches in diameter. A sensation in any garden, and a winner in any show. **Roots \$2.50**

STAR OF BETHLEHEM (S. C.)—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth. The bush is always covered with blooms which have the shape and appearance of huge stars. Height, 4½ feet. **Roots 50c**

SULTAN OF HILLCREST F. D. (Scott)—A large flower of unique form, color, lemon yellow, with reverse of rosy pink, the outer petals recurving towards the stems, giving the flower an unusual color effect. The huge flowers are held on good, strong stems. Height, 4½ feet. **Roots 75c**

SUNSET SATAN—S. C. 10x5. Sunset shades of apricot buff with faint blending of red. Growth habit and type of this flower are similar to Satan. Anyone who likes a robust grower will like this one as it grows easily from six to eight feet in height. **Roots \$3.00**

THE FIREMAN I. D. (Success)—A striking cardinal red, with golden flushes and golden tips. The petals are long and wavy, and twist gracefully near the tips. The flowers are large and are held facing sideways on long, stiff, stems. Height, about 6 feet. **Roots 50c**

THOMAS EDISON (F. D.)—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late. **Roots 35c**

TOWER'S EMPIRE I. D. (Tower-Parrella)—Immense blossoms of a clear gold with a deep amber shading at the center, on the best of stems. Blossoms can be grown to a very large diameter. This variety has a wonderful branching habit. Height of plants average about 8 feet. Unusual and insect-resisting foliage. This dahlia deserves a place in the best of gardens. **Roots 75c**



THELMA CAIN

THELMA CAIN (I. D. Cain-Parrella)—In introducing this dahlia we are positive of offering a dahlia of outstanding merit. Thelma Cain received a "Certificate of Merit" with a score of 85 at Storr's Trial Ground in 1937, also received a "Certificate of Merit" at East Lansing in 1938, under the number of Gold No. 5 or Golden Radiance, so this dahlia must be good. Color, light coral red all outer petals, but shades of jasjer pink at center, and on backs of petals. The giant blooms are erect on cane like stems. Flowers facing. An open grower with fine branching habits. Insect resisting foliage. The above picture shows the lovely "Miss Cain" holding two huge blooms of her namesake. The size of the dahlia in photo should give you a fair idea of the size of bloom you can obtain. Please Note: A comment on "Thelma Cain" by the well-known Mr. A. Swoboda of Ridgefield Park, New Jersey—"Thelma Cain is the outstanding seedling of your 1939 Introductions. It has good foliage, excellent stem, nice position and a grand bloom." On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Root \$7.50 Plant \$2.00

There is a great difference between the dahlia our father used to know and the modern dahlias.

VIN WELL BITTERSWEET

(Blamer-Parrella-Hulin) I. D. —Coppery red laid over amber. A dahlia with an entirely new color and a perfect formation with huge blooms and great depth on the best of stems. A free and prolific bloomer and insect resisting foliage. Height of plant from 4 to 5 feet. We recommend this dahlia highly. Vin Well Bittersweet not only received several Blue Ribbons at the Wellston Show in Seedling class as well as color class, but also is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Barron's Honor Roll in THE FLOWER GROWER Magazine. Very much admired at our Gardens. (An excerpt from Reverend E. B. Moyer of Parkersburg, West Virginia.) Now we come to Vin Well Bittersweet, Mr. Parrella you have some flower there. This morning we took two blooms from that plant each nine inches across, excellent stems, as fine foliage as any dahlia could have, and the color is new and very pleasing and satisfying. It is a true Bittersweet, that is more pronounced and lovely under light. Dr. Crooks and myself are both greatly delighted with it.



VIN WELL BITTERSWEET

Roots \$4.00 Plant \$1.50

VIN WELL BLUEBIRD (Blamer-Parrella)—Formal Decorative—10x5—5 foot bush. A large blue purple which can be grown very large for exhibition or grown commercially is very prolific. 12 to 15 seven inch bloom not unusual. Stem straight and strong. Never tips. Roots 75c

VIN WELL FAIRY I. D. (Blamer)—Color a pure white and one of the best abuse of the elements, and especially the hot weather. It does not bruise white dahlias we have grown. This particular variety stands all kinds of or burn. Size of blossom averages 8 x 4 inches. Height Roots 50c

VIN WELL PRINCESS (Blamer-Parrella) F. D.—A large deep full flower held on cane-like stems above a healthy rugged bush. The color is unusual as near as we can see it without the aid of technical charts. Color is a lilac pink, overcast with a transparent sky blue sheen. A very beautiful dahlia that will lend pep to the Autumn shades. An early and prolific bloomer, fine lasting qualities. Blooms are of large size and keep well after it is cut. Height of plant 6 feet. Roots \$1.25

VIN WELL TITIAN I. D. (Blamer-Parrella)—Color, autumn; technical color description. Lemon-yellow, lightly tinted coral red, reverse more heavily tinted. Flowering habit, very good. Date of first bloom, August 5th. Substance, good. Stem, 4¼-16¼ inches, strong, stiff, somewhat bowed; flowers half facing. Habit of plant, strong, vigorous, heavily branching. Health, excellent. Diameter of flower, 7½-11 inches; depth, 3½-5¼ inches. Height, of plant, 4½-5½ feet; spread, 2½-4 feet. (A very large flower.) Roots \$1.00

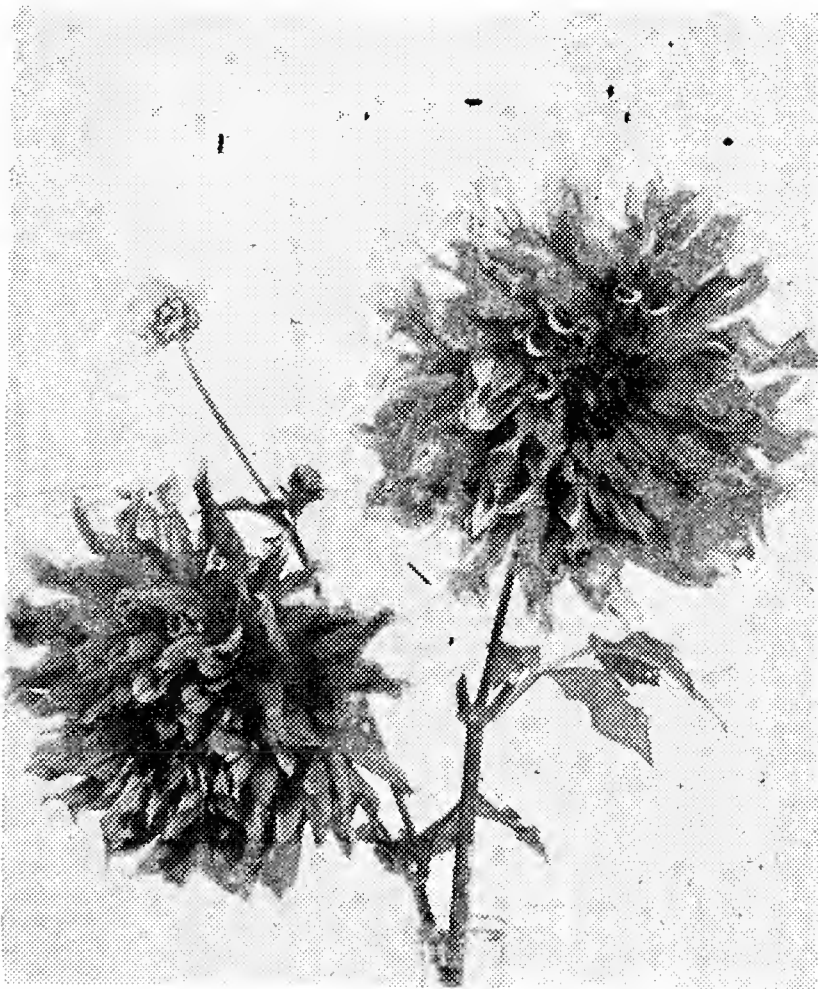
To avoid disappointment order early. Stock limited on some varieties.

VIN WELL BRIDESMAID (S. C. Blamer-Parrella-Hulin) — This lovely dahlia received an "Award of Honor" at the Georgia Trial Ground. We are using description received from the trial ground, which we believe describes the flower to a "T." This is a very distinctive old rose, suffused and tipped yellow, semi-cactus variety. Form is very attractive as the petals curl and twist, showing reverse color. Blooms average 8x5 good substance, on strong stems, 6" to 8" above upper leaves. Prolific bloomer, plant vigorous, medium tall, foliage dark green and insect resisting. Received an "Award of Honor" at the Dahlia Society of Georgia for distinctive color and formation, in addition to other good qualities.

Root \$5.00 Plant \$1.50



VIN WELL BRIDESMAID



VIN WELL EMPRESS

VIN WELL EMPRESS (S. C. Blamer - Parrella - Hulin) — A dahlia with an entirely new color. This dahlia not only has beauty but also has size. Color, pure deep rose, no shadings. The huge blooms are erect on best of stems, facing. The plant is perfect in growth, and the foliage is insect resisting. This variety was very much admired in our gardens this past season. If you want to win a Blue Ribbon at the Show next fall, grow Vin Well Empress. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL. Height of plant from 5 to 6 feet.

Root \$7.50 - Plant \$2.50

VIRGINIA RUTE (Informal Decorative) Chappaqua Gardens—An exceptionally large flower on extra long stems. Blooms of deep rich velvety maroon with broad pointed petals, having tight centers, good form and substance are held well out of the foliage on long erect stems. Easily grows to immense size without coddling; 12 to 14 inches by 9 inches deep. The bush growth is vigorous, foliage insect resistant. Height 5 to 6 feet.

Roots \$5.00 Plant \$2.00

VOLCANO (Richardson) I. D. to F. D.—Color orange flame red that does not fade or burn. Bloom averages 11 to 12 inches diameter, and 7 by 8 inches depth. A real fine dahlia and a Prize Winner. Fine bush, good foliage, the best of stem, and an exceptionally good grower. Height of plant 5 feet.

Root \$2.00

WATCHUNG GIANT (Smith) I. D.—Color, deep amber yellow suffused orange carmine. One of the best of the 1937 Introductions. The blooms are not only large, but also beautiful.

Root \$2.00

WHITE WONDER (I. D.)—Bloom, 11x7. A pure white dahlia. The giant blooms are well formed with long pointed, twisted and curled petals. Gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. Height, 5 feet.

Roots 50c

WAYVILLE BEAUTY (F. D.)—Pure white blossoms of medium large size and great depth. An unusually fine commercial dahlia and is outstanding also for the garden and for exhibition. The plants are of an open, branching growth with long, stiff and easily disbudded stems. Flowers profusely.

Roots \$2.50

W. J. IRWIN (I. D.)—Color, deep pink. Immense flower on cane-like stem. A wonderful producer. Height, 3½ feet.

Roots 25c

WENOKA F. D. (Hulin-Parrella)—A huge decorative of a solid Rosy Mauve or deep Magenta. This is the flower that caused such a sensation at East Lansing Trial Gardens where it won a Certificate with a score of 88.

Roots \$1.00

WAGSCHAL'S PHANOMEN (I. D. Wagschal-Parrella)—Color, Canary yellow. Blooms up to 12 inches, erect on cane like stems. Formation perfect. The immense blooms have a wavy petal formation. This dahlia is just a little different from the regular run of yellows. A good plant. Insect resisting foliage. A real fine dahlia, and we recommend this dahlia very highly. (A dahlia with a shower of blooms) was awarded a "Certificate of Merit" by the German Dahlia Society in 1938. Also on Mr. Robert's Honor Roll in THE FLOWER GROWER. Height of plant, 4½ ft.

Root \$7.50 - Plant \$3.50



WAGSCHAL'S PHANOMEN

FOR BEST RESULTS GROW PARRELLA DAHLIAS

YELLOW ABUNDANCE (Salbach) I. D.—So named because the plants are literally covered with big perfect deep yellow blooms throughout the season. We have never seen so many at one time on a single plant. The flowers are large and hold their centers till late in the season. The color is comparable to that of Lord of Autumn, but with us is slightly deeper yellow. The plants make a very symmetrical growth with luxuriant deep green foliage. The blooms are well distributed over the plant and are held on good strong stems. Our large stock permits of a low introductory price.
\$1.50

YOUTH I. D. (Parrella-Hulin)—A gorgeous Bi-Color of medium size. Color, American beauty, shading to magenta toward the center, tipped white. Outstanding in every respect, unusual formation and resembles a water lily. A fine commercial variety, has a wonderful keeping quality.
Roots \$1.50

SPECIAL COLLECTION OFFER OUR OWN SELECTION

No. 1 (a) 15 roots, all named and labeled, no two alike, some of the latest Introductions included, Catalogue value not less than \$10.00 for \$5.00.

No. 2 (a) 12 roots, all large varieties, all named and labeled, large type, regular value \$5.00 for \$2.00.

No. 3 (a) 6 Miniature dahlia roots, no two alike, all named and labeled \$3.00 value for \$1.75.

No. 4 (a) 6 Pompon dahlia roots, all named and labeled, no two alike, regular value \$3.00 for \$1.75.

For those who have purchased our Special Offer before, no introduction is necessary, as they know the Parrella treatment.

BALL DAHLIAS

A. D. LIVONI—Soft pink.	MRS. C. D. ANDERSON — Rich
CAROLYN BALL—Clear pink.	purple crimson.
JAMES VICK—Purple crimson.	PEACHERINO—Coral pink.
J. C. D.—Red and purple bi-color.	ROBERT BROOMFIELD—White.
MAUD ADAM—Clear shell pink.	STORM KING—White.
VIVIAN WHITE—Edged rose velvet.	

The above ten varieties at 50c each. The entire collection for \$4.00.

SINGLE DAHLIAS

UNION JACK—Red and White... .50	KITTY—Light pink.....\$.75
FRAGRANCE, Red, edged white .50	TANGO CENTURY—Orange
FUJI SAN—Gold, with red color at	and Gold50
base75	YELLOW DOG WOOD—Yellow .50

GRANITE FALLS—An exceptional beautiful collarette. We recommend this dahlia very highly. The flowers are light red with a yellow collar. 50c

CROIX DU SUD (France) Anemone.—A greatly admired new type, a single row of brick red petals with golden ring of small quilled petals around the centre. Good stem and fine foliage. Root \$2.00 Plant 75c

MINIATURE DAHLIAS

- BABY ROYAL S. C.**—Salmon pink. **Root 50c**
- BISHOP OF LLANDORF (Duplex)**—Red, plant very unusual, foliage almost black. **Root 50c**
- CHERUB (Hulin-Parrella)**—A new formal decorative miniature of a deep pink throughout. The center is a shade deeper than the rest and is so artistically formed that every petal radiates a glowing warmth, drawing your attention from a distance. As you approach this little beauty you will be charmed with the lovely texture and symmetry of the flower. The bush is medium tall and always covered with bloom from July till frost. **\$1.00**
- COLLEEN (F. D.) (Blamer - Parrella)** Color, Pure white delicately striped lavender. A very attractive flower with fine stem. This variety attracted plenty of attention at our Gardens. Profused bloomer. **Root \$1.25**
- COURONNE F. F.**—White. **Root 50c**
- KISS ME M. I. D.**—Red and White bi-color. **Root 50c**
- LADY MARY HOPE M. I. D.**—Amber and White. **Root 50c**
- LITTLE COLONEL (Min. S. C. Galloway-Parrella)**—Size 3" to 3½", bush 36". Color, soft pink with primrose center. This miniature is a clean, exceptionally vigorous grower with durable, attractive foliage, stems as long as you want them and straight and stiff as an arrow. The blooms usually come at an angle of 45 degrees with never an open center. As a cut flower, it is an exceptionally good keeper. Among comments by visitors was "Improved Baby Royal." The most outstanding entry at Storr's writes a grower from Rhode Island. Exhibited only at Cincinnati in 1938 where it won First in the undisseminated miniature class. Awarded "Certificate of Merit" at the A. D. S. Trial Gardens at Cincinnati with a score of 85. **Root \$2.00**
- LITTLE PAL Min. F. D.**—2½ x 1½—Bush 2½ feet. Color, yellow base, heavily overlaid rose, tipped deeper rose. Flower assumes rose two tone effect when viewed at a little distance. Prolific bloomer on excellent stems. **Roots \$1.00**
- LITTLE SNOW QUEEN C.**—White. **Root 50c**
- ORCHID LADY M. F. D.**—Exceptionally formed. Orchid pink. **Root 50c**
- PRINCESS ELIZABETH M. C.**—Color, cherry red. A flower about two inches in diameter, very uniformed and beautiful. We recommend this one very highly. **Root \$1.00**
- SYLVIA F. D.**—Scarlet red—one tone. Very good. **Root \$1.00**
- WINE DROP M. D. (Kanouse)**—A lovely little wine colored flower of about 2 inches on wonderful stems. The centers never open and keep extra well as a cut flower. **Root 50c**
- ZEE Min. Ball 2½ x 2**—Bush 4 feet. Color straw yellow, tipped and overlaid bronzy lavender, giving flower a rich chrome appearance. Long bare stems, and a wonderful bloomer. **Roots \$1.00**

EXHIBITION POMPON DAHLIAS

CECIL—RED	\$.50	LITTLE EDITH—Bronze	\$.50
DAINTY MISS—White with an overcast of pink.....	.50	LITTLE HERMAN — Red and white50
HAZEL DELL—Rosy pink.....	.50	MORNING MIST—White with rosy lavender at center.....	.50
HELEN ANITA — Lavender white center50	ORANGE DROP—Deep orange..	.50
IROQUOIS FLAME—Red50	YELLOW GEM—Yellow50
LITTLE BELLE — White over- cast50	ZOE—Yellow with lavender50

CORAL (Pom.)—Color, Soft coral shading to salmon. This little pom. has every good quality that a pom. should have, outstanding blooms of about an inch and a half in diameter, good stem, and a fine foliage. A free and prolific bloomer. Coral received First as best pom. at the Dahlia Society of California this past season, and this was well deserved. Root \$1.25

LITTLE NELL (Pom.) (Galloway - Parrella) A lovely pom. with pink orchid shadings. Size of bloom a little over an inch. A perfect pom. for Show purposes. We had the pleasure of growing this dahlia at our Gardens, and it sure was a beauty. Much admired by the visitors. Roots \$1.25

“SUPER DAHLIA SEED”

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised, as can be attested to by the many visitors to my gardens the past season.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

50 Seeds \$3.00 Net 100 Seeds \$5.00 Net

TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st, scatter, a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th, the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

JUST A FEW OF OUR MANY TESTIMONIALS

Chicago, Illinois, August 27th, 1939.

Dear Mr. Parrella:

Thank you so much for your suggestions on getting rid of ants. I have this predicament pretty well under control, and come to you again for advice on another. In the center of my dahlias there are winged green bugs speckled with black, the size of a fly which I can't seem to get rid of. I have sprayed the garden faithfully with evergreen but of no avail. Any suggestion from you on this matter would be greatly appreciated. My dahlias are very beautiful, and I have had wonderful luck with them outside of this trouble. R. L.

Ontario, Canada, January 13th, 1939.

Dear Mr. Parrella:

Just a line about your seeds and how I did with them at our shows:

No. 1—37—First Prize and Best Bloom in Show.

No. 11—37—Award of Merit, Canadian National Exhibition.

No. 11—37—Award of Merit and First in 1 Bloom Cactus.

No. 28—38—First Seedling and Award of Merit.

No. 4—37—Second Seedling.

No. 5—37—Third Seedling.

I think that this speaks volumes for your seed, and has been most gratifying to me this being my first year for showing flowers, only one bloom shown that was not placed. J. D.

New York City, N. Y., May 10th, 1939.

Dear Mr. Parrella:

Received the dahlia roots yesterday. Thank you for the prompt delivery, also the free roots. Thank you. J. N. H.

Lyndhurst, New Jersey.

Dear Mr. Parrella:

The dahlias I bought from you last year did very well, they made a very fine showing. Many thanks for the extras you sent me. J. W. F.

November 14th, 1939.

A comment from Prof. R. G. Huey, of Paintsville, Kentucky, on some of our dahlias:

A. L. ALEXANDER came as near fulfilling the description given in your catalogue as it is possible to do so, and I can see where its popularity originates. The blooms are large, produced freely on good stems and certainly add color to their part of the garden. Medium growth, and height, good foliage and bush and a persistent bloomer.

MARGIE PARRELLA surely an outstanding cut flower—the color always clean and the stems rigid. Growth and plant habits are excellent. In addition the formation adds charm and grace. I grew this between plants of two other new white dahlias recommended for cut flower purposes, and Margie Parrella easily outclasses them as a commercial flower.

DARCY SAINSBURY, highly satisfactory behavior this season. Centers perfect this season and none low. The canes, foliage and habits are all excellent and the flowers produced in abundance. I saw this dahlia exhibited more frequently this past show season than any other one white. It is remarkably uniform in its behavior.

Sincerely yours,

R. G. HUEY.

Milwaukee, Wis., May 21st, 1939.

Dear Mr. Parrella:

I wish to let you know the dahlia plants arrived Thursday, the 18th of May, in perfect order. Not even a leaf was crushed; it is just wonderful the way you packed them for shipping. A. V. A.

Baltimore, Md., May 18th, 1939.

Dear Sir:

The dahlia roots you sent me arrived in good condition. Please accept my thanks for same. W. H. S.

Oneonta, N. Y., April 3rd, 1939.

Dear Sir:

We liked the dahlia plants so well we purchased of you last year, that we are ordering a few roots. I. S.

Philadelphia, Pa., June 5th, 1939.

My Dear Mr. Parrella:

I wish to acknowledge the receipt of the dahlias in good condition, and to thank you for the gratis. J. P. C. G.

Emerson, N. J., November 16th, 1939.

Dear Mr. Parrella:

Now that my dahlias are up and stored away, I must tell you how I made out at the Shows. It was a most successful season for me, thanks to some of the fine stock I received from you. In five Shows I had entered twenty-seven classes (one entry in each) and came out with twenty-five ribbons. M. S.

ORDER BLANK

PARRELLA DAHLIA GARDENS

3380 ELY AVENUE

BRONX, N. Y.

Tel. OLinville 5-8384

Mr. _____
Mrs. _____
Name Miss _____

Address

City State.....

When Wanted

Ship Via Amt. Enclosed.....

[illegible]

Please make Check or Money Order payable to Albert Parrella

Bronx, N. Y., April 17th, 1939.

Dear Sir:

Please send the bulbs on or very near May 19th or 20th, as I leave the City May 23rd, and must have them. Be sure they have good eyes as I want no failures this year. Don't get out of patience with me, because I have had so many failures, but not of yours, that is why I came back to you. E.M.

New York City, N. Y., February 21st, 1939.

Dear Mr. Parrella:

I enclose herewith my check, for which I should be glad to have you mail me a few of your good dahlia seeds. Last year I tried a change and purchased some seeds from Australia, which were highly recommended. It turned out to be a mistake. They were not nearly as satisfactory as yours have always been. B. W. B.

Callicoon, N. Y., May 8th, 1939.

Dear Sir:

I received all my dahlia bulbs O. K., and I wish to thank you for the extra bulbs you sent me. E. H.

Montreal, Canada, Sept. 16th, 1939.

Dear Sir:

I am writing to you in respect to the dahlias and seed I had gotten from you. Miss Oakland was very pretty and was admired by every one who saw it, and your remarks in your Catalogue bears this out well. Elite Glory speaks for itself. Star of Bethlehem is hard to beat. I could hardly tell you which I liked the better of the two. Last but not least, City of Wellston; frankly this is a great dahlia. It wouldn't be a bad idea if you gave it a fresh name, "The Perfect Dahlia." It is a profuse bloomer, free from insects, good stem, and bears good roots, and color most beautiful.

From the seed I purchased from you I had gotten 30 fine plants, well grown, and the most beautiful colors I have ever seen. Six of them being very outstanding, being over 6 feet in height, and the flowers I had gotten from them was over 10 inches wide without disbudding. This is the second time they have bloomed September 16th, and I can highly recommend these seeds to anyone who is going in for high class dahlias. J. R.

Anniston, Alabama, October 13th, 1939.

Gentlemen:

During the spring of this year I purchased a few dahlia roots and plants from you and I should like to give you the benefit of my experience with these.

In all of my experience, which is very limited, in working with dahlias I have never had more entirely satisfactory plants than those which you have furnished. It was my first dealings with you and they have been thoroughly satisfactory. J. N. C.

Brooklyn, N. Y., February 22nd, 1939.

Dear Sir:

Have not received your 1939 Catalogue. Trust I have not been overlooked. This mild weather is getting me thinking of ordering my dahlias. Wish to state that the "Mad River Chief" I bought from you last year is better than you can describe it in your Catalogue. It's a dream! T. W. B., Jr.



MARGIE PARRELLA

The Dahlia, a gold-mine to the Florist Trade

MARGIE PARRELLA (F. D. Maxwell-Parrella)—In introducing this dahlia we are positive of offering one of the best white cut flower variety on the market. Blooms will open in full in the hottest days of July and August without being bruised or burnt. This variety not only is a prolific bloomer, but also produces twice as many blooms than any other commercial dahlia on the market. Size of bloom without disbudding, 7 inches or more. Note: Flowers facing, easy for packing. Natural stem from 12 to 24 inches. An exceptionally fine foliage for a white dahlia. This variety also has a wonderful branching habit. A basket of this dahlia at the New York Show, which were cut after four days of heavy rain, won the Blue Ribbon over Jersey's Beauty. This dahlia has been tried out in many parts of the country this past season, and we received very fine reports. This dahlia is on Mr. Johnston's Honor Roll in HOUSE 5 to 6 feet.

Root \$5.00 Plant \$2.00